

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 21, 1986

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.8	31,290
2	FAMILY TIES	33.4	29,190
3	CHEERS	28.3	24,730
4	NIGHT COURT	27.5	24,040
5	GOLDEN GIRLS	23.9	20,890
6	60 MINUTES	23.1	20,190
7	MOONLIGHTING	23.0	20,100
8	MURDER, SHE WROTE	22.9	20,010
9	GROWING PAINS	21.9	19,140
10	WHO'S THE BOSS?	21.2	18,530
11	DALLAS	21.1	18,440
12	NBC MONDAY NIGHT MOVIES#	20.9	18,270
13	BOB HOPE CHRISTMAS CHEER(S)	20.4	17,830
14	CBS SUNDAY MOVIE#	19.9	17,390
15	NEWHART	19.8	17,310
16	NFL MONDAY NIGHT FOOTBALL	19.7	17,220

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.1	66,120
2	FAMILY TIES	26.8	60,870
3	CHEERS	20.1	45,560
4	NIGHT COURT	18.7	42,530
5	GROWING PAINS	16.7	37,840
6	GOLDEN GIRLS	16.6	37,620
7	FROSTY THE SNOWMAN(S)	16.5	37,450
8	MOONLIGHTING	16.1	36,540
9	RUDOLPH-RED-NOSE-REINDEER(S)	15.6	35,320
10	WHO'S THE BOSS?	15.4	35,070
11	CHARLIE BROWN'S CHRISTMAS(S)	15.1	34,200
12	BOB HOPE CHRISTMAS CHEER(S)	15.0	33,990
13	MURDER, SHE WROTE	14.7	33,390
14	60 MINUTES	14.4	32,630
15	MICKEY'S CHRISTMAS CAROL(S)	13.8	31,440
16	ALF#	13.8	31,280
17	AMEN	13.4	30,330
18	CIRCUS OF THE STARS(S)	13.3	30,180
19	CBS SUNDAY MOVIE#	12.8	29,070
20	DALLAS	12.8	29,050
21	ABC SUNDAY NIGHT MOVIE	12.6	28,640

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	33.2	30,180
2	FAMILY TIES	30.4	27,570
3	CHEERS	23.8	21,600
4	NIGHT COURT	23.1	20,940
5	GOLDEN GIRLS	21.2	19,270
6	MOONLIGHTING	20.5	18,580
7	MURDER, SHE WROTE	19.4	17,580
8	GROWING PAINS	19.2	17,460
9	DALLAS	18.6	16,870
10	WHO'S THE BOSS?	18.4	16,740
11	NBC MONDAY NIGHT MOVIES#	17.9	16,230
12	BOB HOPE CHRISTMAS CHEER(S)	17.2	15,650
12	CBS SUNDAY MOVIE#	17.2	15,650
14	60 MINUTES	16.8	15,250
15	HALLMARK HALL OF FAME(S)	16.6	15,090
16	AMEN	16.5	15,010
17	NEWHART	16.4	14,890

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	23.2	19,030
2	FAMILY TIES	21.6	17,670
3	CHEERS	20.0	16,380
4	NIGHT COURT	18.8	15,430
5	NFL MONDAY NIGHT FOOTBALL	18.4	15,100
6	60 MINUTES	18.0	14,790
7	NFL FOOTBALL GAME 2-NBC#	15.4	12,620
8	MURDER, SHE WROTE	15.2	12,490
9	MOONLIGHTING	14.9	12,200
10	BOB HOPE CHRISTMAS CHEER(S)	14.6	11,990
11	CBS NFL FOOTBALL GAME 2#	14.4	11,810
12	GOLDEN GIRLS	14.3	11,720
13	ABC NFL FTBL SPECIAL-FRI(S)	13.5	11,070
14	CBS NFL FOOTBALL GAME 1	13.3	10,890
15	CBS NFL FTBL GAME (SAT)(S)	13.1	10,720
16	MAGNUM, P.I.	12.8	10,510
17	GROWING PAINS	12.7	10,380
18	ABC SUNDAY NIGHT MOVIE	12.6	10,360

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 21, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.8	18,240
2	FAMILY TIES	31.0	17,800
3	CHEERS	25.1	14,380
4	NIGHT COURT	24.5	14,050
5	MOONLIGHTING	23.7	13,610
6	GROWING PAINS	21.4	12,280
7	WHO'S THE BOSS?	19.5	11,200
8	GOLDEN GIRLS	17.0	9,740
9	L.A. LAW	16.2	9,310
10	FROSTY THE SNOWMAN(S)	16.1	9,220
11	NEWHART	16.0	9,200
11	RUDOLPH-RED-NOSE-REINDEER(S)	16.0	9,200
13	AMAZING STORIES#	16.0	9,170
14	DYNASTY	15.4	8,830
15	CHARLIE BROWN'S CHRISTMAS(S)	15.3	8,780
16	KNOTS LANDING	15.2	8,710
17	HEAD OF THE CLASS	14.9	8,560
18	DALLAS	14.8	8,510

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.2	9,830
2	MURDER, SHE WROTE	29.4	8,210
3	GOLDEN GIRLS	28.8	8,030
4	FAMILY TIES	28.6	7,970
5	BOB HOPE CHRISTMAS CHEER(S)	27.2	7,600
6	DALLAS	26.5	7,390
7	60 MINUTES	26.4	7,350
8	HIGHWAY TO HEAVEN	24.7	6,890
9	FALCON CREST	23.7	6,600
10	MATLOCK	23.6	6,570
11	AMEN	22.3	6,220
11	HALLMARK HALL OF FAME(S)	22.3	6,220
13	CBS SUNDAY MOVIE#	22.1	6,160
14	NBC MONDAY NIGHT MOVIES#	22.1	6,150
15	SCARECROW & MRS. KING#	21.8	6,070
16	CIRCUS OF THE STARS(S)	21.2	5,910
17	MOVIE OF THE WEEK-WED(S)	21.1	5,880
18	MOVIE OF THE WEEK-TUESDAY(S)	20.7	5,780
19	CHEERS	20.5	5,710
20	227#	20.3	5,650

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	21.9	12,230
2	BILL COSBY SHOW	21.7	12,120
3	CHEERS	21.3	11,890
4	NIGHT COURT	20.0	11,140
5	NFL MONDAY NIGHT FOOTBALL	17.2	9,570
6	MOONLIGHTING	16.3	9,110
7	GROWING PAINS	13.5	7,530
8	60 MINUTES	13.4	7,470
9	CBS NFL FOOTBALL GAME 2#	13.1	7,290
9	WHO'S THE BOSS?	12.9	7,220
11	ABC SUNDAY NIGHT MOVIE	12.8	7,170
12	NFL FOOTBALL GAME 2-NBC#	12.8	7,160
13	ALF#	12.5	6,960
14	RUDOLPH-RED-NOSE-REINDEER(S)	12.2	6,780
15	MAGNUM, P.I.	12.0	6,670
16	L.A. LAW	11.7	6,520

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.5	5,990
2	60 MINUTES	28.0	5,870
3	MURDER, SHE WROTE	26.0	5,450
4	GOLDEN GIRLS	23.6	4,950
5	BOB HOPE CHRISTMAS CHEER(S)	22.1	4,650
6	FAMILY TIES	20.9	4,390
6	MATLOCK	20.9	4,390
8	NFL MONDAY NIGHT FOOTBALL	19.9	4,180
9	CBS NFL FOOTBALL GAME 2#	19.7	4,140
10	AMEN	19.0	4,000
10	NFL FOOTBALL GAME-NBC-SA(S)	19.0	4,000
12	NFL FOOTBALL GAME 2-NBC#	19.0	3,980
13	ABC NFL FTBL SPECIAL-FRI(S)	18.4	3,870
14	CBS NFL FOOTBALL GAME 1	18.3	3,850
15	DALLAS	18.3	3,840
16	CBS SUNDAY MOVIE#	17.9	3,760
17	HIGHWAY TO HEAVEN	17.7	3,720
18	CIRCUS OF THE STARS(S)	17.4	3,660
19	CHRISTMAS IN WASHINGTON(S)	17.3	3,630
20	HALLMARK HALL OF FAME(S)	17.1	3,600
21	CBS NFL FTBL GAME (SAT)(S)	16.5	3,470
22	NBC NIGHTLY NEWS	16.5	3,460

(t) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
•EVENING																																	
A TEAM										8		185			A 11.4 19 996	1644	492 157^	616 151^	258^207^	240^340	611 195^	324 245^	173^271^	164^ 47^	253^ 177^								
1 FRI.										8.00P		60	NBC A	94	B 13.2 23 1154	1836	634 270	701 206	382 370	336 269	659 211	404 369	316 213	133 39	343 244								
										8.00 - 8.30				A 10.8 18 944	1707	485 149^	620 161^	267^205^	241^336	636 226^	344 251^	172^275^	184^ 65^	267^ 179^									
										8.30 - 9.00				A 12.0 20 1049	1576	495 162^	607 141^	248^206^	236^342	587 164^	303 238^	175^268	145^ 30^	237^ 174^									
A YEAR IN THE LIFE PT 1(S)												200	A 16.6 26 1451	1539	801 270	939 251	531 516	420 374	415 109^	278 263	231 106^	85^ 16^	100^ 56^										
2 MON.										9.00P		120	NBC GD	99	A 15.9 23 1390	1687	806 281	930 273	523 498	412 368	479 182^	329 300	211 120^	98^ 29^	180^ 113^								
										9.00 - 9.30				A 17.0 25 1486	1567	788 293	929 243	506 502	418 379	446 122^	294 274	235 120^	98^ 18^	94^ 56^									
										9.30 - 10.00				A 16.8 27 1468	1469	814 250	952 238	538 526	428 380	366 76^	247 241	227 90^	87^ 9^	64^ 29^									
										10.00 - 10.30				A 16.8 29 1468	1428	793 252	936 251	549 526	418 369	364 58^	241 236	243 90^	60^ 8^	68^ 31^									
ABC BUSINESS BRIEF-WED										8		182 182	A 13.3 20 1162	1934	802 363	897 366	567 480	355 268	574 284	408 352	213 145	183 101^	280 218										
WED.										8.58P		1	ABC N	87 86	B 13.6 21 1189	1856	774 329	839 348	557 505	365 228	555 237	397 338	242 143	201 104	261 198								
ABC BUSINESS BRIEF-FRI										7		159	A 10.1 17 883	1592	774 308^	889 156^	459 449	448 408	415 87^	202^235^	222^161^	51^ 51^	237^ 128^										
1 FRI.										8.41P		1	ABC N	78	B 11.1 18 970	1891	727 318	845 259	471 442	363 325	424 114	227 230	198 165	146 95	476 294								
ABC NEWSBRIEF-MON										10		152 155	A 11.0 17 961	1778	572 306	642 194	398 395	295 215	768 253	482 443	369 254	178 70^	190 126^										
1 MON.										8.58P		1	ABC N	82 82	B 11.6 18 1014	1744	613 282	690 199	385 387	321 256	742 199	428 428	391 260	142 53	170 123								
2 MON.										8.57P		2																					
ABC NEWSBRIEF-TUE										10		183 183	A 16.1 24 1407	1776	820 454	927 413	676 590	425 197	573 280	431 405	226 105	168 95^	108 71^										
TUE.										9.58P		1	ABC N	89 89	B 14.9 23 1302	1706	773 361	857 372	609 546	386 198	595 274	424 373	237 135	147 77	107 75								
ABC NEWSBRIEF-WED										10		183 182	A 13.4 20 1171	1888	907 417	928 314	476 487	356 375	461 201	250 257	163^159^	80^ 51^	107^ 78^										
WED.										9.58P		1	ABC N	89 89	B 13.3 21 1162	1863	826 352	934 298	465 443	399 376	546 193	287 263	229 200	60 28	96 73								
ABC NEWSBRIEF-THU										9		179 180	A 9.5 14 830	1576	806 352	928 314	476 487	356 375	461 201	250 257	163^159^	80^ 51^	107^ 78^										
THU.										9.58P		1	ABC N	88 88	B 9.3 14 813	1636	794 332	934 298	465 443	399 376	546 193	287 263	229 200	60 28	96 73								
ABC NEWSBRIEF-FRI										9		159	A 7.3 12 638	2218	689 378^	825 291^	557 537	414^228^	592 242^	454 448	292^106^	420^351^	381^ 381^										
1 FRI.										9.58P		1	ABC N	84	B 7.7 13 673	1820	670 339	743 220	431 428	388 268	586 196	373 362	283 186	184 95	307 234								
ABC NEWSBRIEF-SAT.										10		134 160	A 6.9 12 603	1638	565 247	822 380	527 295	319 251	639 253	429 363	289 187^	161^ 86^	16^ LT										
SAT.										9.58P		1	ABC N	79 86	B 7.5 13 656	1661	684 283	812 295	460 389	344 299	504 141	273 272	265 200	130 69	215 161								
ABC NEWSBRIEF-SUN.										9		188 188	A 15.7 24 1372	1954	711 332	868 301	510 512	416 264	692 256	486 458	324 170	182 106	212 150										
1 SUN.										9.58P		1	ABC N	91 91	B 14.0 21 1224	1806	676 305	764 244	448 453	381 248	708 278	496 448	318 183	167 80	167 128								
2 SUN.										9.56P		1																					
ABC NFL FTBL SPECIAL-FRI(S)										209			A 15.1 25 1320	1405	384 121^	407 102^	213 184^	239 177^	839 227	421 521	464 293	77^ 15^	82^ 74^										
2 FRI.										8.00P		186	ABC SE	99	A 13.5 24 1180	1373	375 98^	403 105^	204^155^	209^182^	751 189^	331 428	404 300	77^ 16^	142^ 113^								
										8.00 - 8.30				A 14.4 25 1259	1379	352 95^	368 83^	189^153^	219^167^	829 252	414 510	425 287	78^ 13^	104^ 84^									
										8.30 - 9.00				A 15.4 25 1346	1438	416 100^	434 92^	199^197^	285 218	841 249	411 505	448 306	77^ 19^	86^ 86^									
										9.00 - 9.30				A 15.0 24 1311	1401	361 101^	402 83^	211^199^	260 174^	830 222	417 528	473 273	78^ 23^	91^ 91^									
										9.30 - 10.00				A 16.3 27 1425	1380	384 142^	402 112^	236 205	225 151^	862 209	432 540	493 309	75^ 10^	41^ 41^									
										10.00 - 10.30				A 16.1 27 1407	1380	380 159^	401 116^	217 177^	224 166^	868 226	472 567	505 279	73^ 7^	38^ 38^									
										10.30 - 11.00				A 16.0 28 1398	1596	506 233	534 210	315 266	250 170^	897 249	514 592	517 270	73^ 8^	92^ 67^									
ABC SPORTS UPDATE-SAT										9		141 170	A 7.1 12 621	2179	610 385	721 287	499 438	332 183^	747 285	564 531	386 144^	256 149^	455 324										
SAT.										8.58P		1	ABC SN	80 87	B 6.8 12 594	1891	664 280	753 272	431 429	307 267	529 181	327 313	242 178	180 112	429 302								
ABC SPORTS UPDATE-SUN										10		192 192	A 11.1 16 970	2239	727 320	912 343	529 524	407 291	625 220	421 389	266 193	183 83^	519 293										
SUN.										8.58P		1	ABC SN	92 91	B 11.5 17 1005	2117	677 278	771 297	481 472	349 224	652 246	459 432	304 169	197 89	497 328								
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																																	

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
ABC SUNDAY NIGHT MOVIE					9	210	206		A 17.9	27	1564	1831	705	338	824	273	478	469	394	271	663	251	460	425	313	172	156	90^	188	128
SUN.	9.00P	120	ABC	FF		99	99		B 16.5	25	1442	1739	702	316	782	269	481	464	384	238	694	273	485	449	332	170	133	60	130	83
	9.00 - 9.30								A 16.1	24	1407	1931	750	333	885	317	512	506	394	282	678	240	469	459	322	180	158	87^	210	131
	9.30 - 10.00								A 17.7	26	1547	1897	734	331	865	307	503	497	395	275	681	256	480	451	317	171	160	99	191	119
	10.00 - 10.30								A 18.8	29	1643	1768	670	341	780	237	446	442	391	269	644	244	446	408	315	165	159	94	185	136
	10.30 - 11.00								A 18.9	30	1652	1751	677	348	781	242	456	436	394	262	653	256	443	390	306	175	149	79^	168	126
ABC WORLD NEWS TONIGHT					49	208	205		A 10.8	19	944	1554	666	235	717	146	289	329	325	358	676	143	306	342	348	314	68^	39^	93	46^
M-F	6.30P	30	ABC	N		99	98		B 10.6	20	926	1466	664	243	722	150	294	337	336	354	614	126	284	305	324	280	53	28	77	43
ABC WRLD NEWS TONIGHT-SAT					2	180	173		A 7.1	13	621	1559	740	193^	796	135^	274	273	276	492	601	88^	233	257	275	329	145^	29^	17^	LT
SAT.	6.30P	30	ABC	N		95	95		B 7.1	13	621	1559	740	193	796	135	274	273	276	492	601	88	233	257	275	329	145	29	17	LT
ABC WRLD NEWS TONIGHT-SUN					9	159	159		A 7.1	13	621	1647	797	278	869	146^	370	382	326	454	631	73^	226^	247	232	384	37^	37^	110^	79^
SUN.	6.30P	30	ABC	N		84	84		B 7.2	13	629	1476	695	212	747	142	266	276	276	434	583	133	266	244	239	311	52	24	94	61
ALF					10	204			A 15.9	24	1390	2250	732	442	817	358	515	446	342	252	632	270	501	430	301	119^	194^	151^	607	434
1 MON.	8.00P	30	NBC	CS		99			B 15.7	23	1372	2117	709	331	801	350	538	451	313	221	580	239	426	385	275	121	241	106	495	347
AMAZING STORIES					9	200			A 15.6	23	1363	2033	831	560	966	478	673	533	378	240	569	226	441	393	282	111^	189^	88^	309	191^
1 MON.	8.30P	30	NBC	GD		97			B 14.2	21	1241	2018	736	367	858	366	592	498	363	224	604	246	442	405	289	130	224	95	332	242
AMEN					9	195	197		A 19.4	34	1696	1788	761	301	885	271	443	415	346	367	543	146	264	281	258	236	119	67^	241	184
SAT.	9.30P	30	NBC	CS		95	97		B 20.0	34	1748	1764	816	311	903	259	466	445	392	377	502	137	254	251	230	218	135	87	224	178
AMY GRANT HOME-HOLIDAYS(S)						204			A 13.7	22	1197	1933	902	435	1012	307	549	495	485	396	671	170^	303	250	369	246	164^	88^	88^	36^
2 SUN.	10.00P	60	NBC	GV		99			A 14.6	23	1276	1923	878	417	987	293	525	469	473	396	671	163^	356	352	366	258	156^	77^	109^	49^
	10.00 - 10.30								A 12.8	21	1119	1934	930	455	1039	321	573	520	501	397	670	178^	372	346	374	233^	166^	93^	59^	21^
	10.30 - 11.00								A 35.8	54	3129	2113	840	339	966	368	584	494	404	315	609	245	387	343	262	192	190	91	348	236
BILL COSBY SHOW					11	216	216		B 34.7	53	3033	2084	818	364	929	352	588	521	405	281	607	240	400	359	267	173	205	113	343	233
THU.	8.00P	30	NBC	CS		99	99		A 20.4	31	1783	1906	731	364	879	212	415	361	436	427	673	173	362	343	332	261	187	113^	167	95^
BOB HOPE CHRISTMAS CHEER(S)						204																								
2 SUN.	9.00P	60	NBC	GV		99			A 19.9	30	1739	1925	737	352	868	198	412	368	435	427	658	169	358	335	318	261	195	112^	204	119^
	9.00 - 9.30								A 20.9	32	1827	1881	723	373	884	224	418	355	435	423	685	177	367	349	346	260	179	113^	133^	71^
	9.30 - 10.00								A 15.9	26	1390	1380	738	335	818	230	426	426	400	330	472	166	297	245	240	168	67^	45^	23^	8^
CAGNEY & LACEY					8	206	207		B 16.1	26	1407	1397	754	328	839	223	444	439	415	335	459	143	278	262	246	157	51	26	48	36
MON.	10.00P	60	CBS	OP		99	99		A 16.0	25	1398	1367	728	344	814	242	438	432	389	315	469	167	297	251	239	163	60^	37^	24^	15^
	10.00 - 10.30								A 15.8	26	1381	1388	745	326	820	216	412	421	410	345	473	165	294	238	240	173	73^	52^	22^	LT
	10.30 - 11.00																													
CAVANAUGHS					3	204	207		A 17.1	25	1495	1477	763	371	849	305	494	443	340	309	465	165	314	315	235	137	106	57^	57^	53^
MON.	9.30P	30	CBS	CS		99	99		B 18.0	27	1573	1533	783	345	860	298	479	464	366	311	502	177	329	329	250	147	96	57	75	67
CBS EVENING NEWS-RATHER					55	208	208		A 12.2	22	1066	1483	662	190	727	114	246	279	336	421	577	115	268	249	301	276	82	21^	97	62^
M-F	6.30P	30	CBS	N		99	99		B 11.6	21	1014	1492	669	215	754	127	273	286	343	430	607	142	288	271	295	282	61	24	70	41
CBS EVENING NEWS-SUNDAY					5	148			A 9.0	16	787	1480	689	224^	711	85^	233^	274^	262^	437	539	109^	257^	257^	211^	282^	105^	18^	125^	45^
1 SUN.	6.00P	30	CBS	N		78			B 7.6	14	664	1428	688	184	715	106	218	240	292	439	606	134	254	253	269	327	45	12	62	35
CBS SAT. NEWS-SCHIEFFER					5	169			A 8.3	16	725	1399	698	87^	726	89^	225^	246^	353^	444	588	71^	162^	232^	272^	356^	30^	26^	55^	39^
2 SAT.	6.30P	30	CBS	N		91			B 7.8	16	682	1450	643	155	692	71	176	224	297	453	615	118	220	238	263	344	74	41	69	47
CBS SATURDAY MOVIE					6	161	187		A 8.5	15	743	1638	683	288	716	126^	375	416	418	285	644	161^	354	390	355	208	187^	99^	91^	83^
SAT.	9.00P	120	CBS	FF		90	95		B 10.3	18	900	1581	688	247	743	153	366	390	427	309	648	156	346	371	373	239	102	42	88	58

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A=CURRENT REPORT B=SEASON AVERAGE





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
														18-34					18-49					25-54					35-64					55+					TOTAL		TOTAL	
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.









PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18- 34	WOMEN						TOTAL	18- 34	MEN						TOTAL FEM.	TOTAL 6-11	
																	18- 49	25- 54	35- 64	55+				18- 49	25- 54	35- 64	55+					
EVENING CONT'D																																
MOVIE OF THE WEEK--CONT'D																																
9.30 - 10.00										A 13.3 21 1162	1734	447 307	643 278	482 419	286 137^	440 196^	295 277	178^ 116^	164^ 127^	487 341												
10.00 - 10.30										A 13.3 22 1162	1680 460 273	624 281	456 397	254 153^	438 188^	273 235^	216^ 136^	143^ 111^	475 317													
10.30 - 11.00										A 12.6 22 1101	1571 431 253	584 260	413 358	242^ 154^	429 190^	263 219^	214^ 141^	128^ 92^	430 287													
MOVIE OF THE WEEK-WED(S)										201																						
2 WED. 9.00P 110 NBC FF										99																						
9.00 - 9.30										A 16.0 24 1398	1575 797 277	945 274	458 392	439 402	529 83^	280 323	347 186^	37v 10v	64^ 50v													
9.30 - 10.00										A 16.8 25 1468	1640 829 284	984 290	480 431	461 402	515 80^	267 302	330 190	48v 22v	93^ 65^													
10.00 - 10.30										A 18.0 29 1573	1576 862 256	961 266	512 460	440 392	542 110^	307 314	327 200	34v 10v	39v 25v													
10.30 - 11.00										A 18.0 30 1573	1586 856 256	967 292	546 477	417 374	544 122^	333 331	319 189	36v 10v	39v 25v													
MURDER, SHE WROTE										10 207 201																						
1 SUN. 8.00P 60 CBS SM 99 97										A 22.9 34 2001	1669 804 261	878 187	396 404	407 410	624 147	299 302	335 272	74 37^	93 50^													
2 SUN. 8.24P 60										B 25.2 37 2202	1601 806 303	882 166	386 406	433 426	579 123	273 284	298 262	57 31	83 54													
8.00 - 8.30										A 23.1 35 2019	1612 779 258	830 132	332 369	387 427	619 137	307 304	334 274	60^ 41^	103 43^													
8.30 - 9.00										A 23.0 34 2010	1669 808 275	884 186	397 414	411 412	625 150	302 296	332 273	85 41^	75 41^													
9.00 - 9.30										A 22.1 33 1932	1761 828 230	935 267	486 436	432 381	633 158	285 315	347 269	68^ 22v	125^ 82^													
MY SISTER SAM										7 203 203																						
MON. 8.30P 30 CBS CS 99 99										A 17.6 26 1538	1577 769 416	889 281	530 503	424 298	462 156	296 265	228 144	118 89^	108 64^													
										B 18.1 27 1582	1635 771 357	858 283	482 461	379 312	457 158	274 276	214 142	137 89	183 117													
NBC MONDAY NIGHT MOVIES										9 201																						
1 MON. 9.00P 120 NBC FF 99										A 20.9 32 1827	1431 798 359	888 287	458 424	444 336	420 141^	215 164	176 174	91^ 51^	32v 30v													
										B 19.5 30 1704	1625 814 362	923 329	569 514	416 287	467 160	283 269	226 150	143 83	92 68													
9.00 - 9.30										A 18.8 28 1738	1688 863 358	945 318	474 426	423 347	477 183	322 323	186 176	87^ 41^	36v 31v													
9.30 - 10.00										A 20.8 30 1818	1444 822 378	904 317	474 426	423 347	477 183	322 323	186 176	87^ 41^	36v 31v													
10.00 - 10.30										A 21.8 33 1905	1380 763 332	865 256	428 398	446 337	424 131^	211 189	189 176	78^ 49^	13v 13v													
10.30 - 11.00										A 21.1 35 1844	1356 757 338	847 251	425 399	460 316	403 115^	187 156	186 182	92^ 53^	14v 14v													
NBC NEWS DIGEST-M-F										55 144 148																						
1 MON. 8.57P 2 NBC N 75 77										A 12.8 19 1119	1815 685 351	845 308	497 403	361 305	546 172	325 317	265 187	163 79	261 159													
2 TU-F 8.58P 1										B 12.9 20 1127	1648 719 337	835 293	495 433	363 290	593 194	360 344	283 192	167 86	253 168													
2 M-TH 8.58P 1																																
2 FRI. 9.13P 1																																
NBC NEWS DIGEST-2-M-F										27 159 165																						
1 MON. 9.59P 1 NBC N 82 85										A 13.1 20 1145	1613 757 339	881 305	500 408	408 320	512 181	329 297	257 155	124 52^	96 70													
1 W & F 9.58P 1										B 12.5 19 1093	1689 759 333	856 292	519 470	400 280	556 200	375 350	278 152	134 63	143 106													
2 TUE. 9.45P 1																																
2 THU. 9.58P 1																																
NBC NEWS DIGEST-SAT										11 144 148																						
SAT. 8.58P 1 NBC N 76 76										A 13.9 24 1215	1871 707 328	924 316	475 395	358 398	503 131	251 241	230 228	184 81^	260 179													
										B 16.3 28 1425	1774 718 315	836 243	424 389	353 362	527 147	266 250	241 227	151 80	260 188													
NBC NEWS DIGEST-2-SAT.										4 164																						
2 SAT. 9.58P 1 NBC N 83										A 13.9 25 1215	1793 701 314	914 292	464 401	355 382	538 156^	253 280	233 235	150^ 83^	191^ 114^													
										B 15.4 27 1346	1726 771 333	870 232	441 431	386 359	492 129	247 244	225 219	173 114	191 153													
NBC NEWS DIGEST-SUN										11 141 151																						
1 SUN. 9.19P 1 NBC N 76 79										A 10.7 16 935	1845 695 253	786 192	434 411	460 308	500 99^	242 223	277 240	246 96^	313 199													
2 SUN. 8.58P 1										B 12.4 18 1084	1874 722 314	825 311	515 444	377 263	639 225	407 382	307 193	193 96	217 140													
NBC NEWS DIGEST-2-SUN.										6 161																						
1 SUN. 10.16P 1 NBC N 84										A 12.9 19 1127	1462 578 182^	578 388	429 375	190^ 69^	769 209^	420 551	499 218^	LT LT	115^ 77^													
										B 15.9 25 1390	1690 757 302	854 337	560 483	371 247	578 170	363 382	326 168	166 78	92 74													
NBC NIGHTLY NEWS-SAT.										9 169																						
1 SAT. 6.30P 30 NBC N 92										A 9.9 18 865	1412 623 210^	693 55v	80v 248^	275^ 445	666 192^	284^ 279^	224^ 322	15v 15v	38v 21v													
										B 11.3 23 988	1418 642 175	706 94	196 242	286 435	604 135	258 272	264 312	40 6	68 45													

2ND DEC. 1986 REPORT

PROGRAM NAME																T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
															TOTAL	18-34	WOMEN					MEN					TOTAL FEM.	TOTAL M.											
																	18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+													
EVENING CONT'D																																							
NBC NIGHTLY NEWS-SUN 5 164 A 7.2 13 629 1577 617 205^ 683 120^ 182^236^ 285^412^ 563 99^ 250^202^ 271^292^ 253^188^ 78^ 50^																																							
2 SUN. 6.30P 30 NBC N 83 B 7.0 13 612 1482 706 208 760 136 256 301 346 424 578 127 262 275 266 273 106 51 38 28																																							
NBC NIGHTLY NEWS 49 204 204 A 12.2 22 1066 1466 691 176 739 137 247 282 323 422 627 128 266 260 285 325 40^ 18^ 80 49^																																							
M-F 6.30P 30 NBC N 99 99 B 11.8 22 1031 1480 681 200 729 139 254 285 321 404 631 137 270 273 273 321 48 29 72 47																																							
NBC SUNDAY NIGHT MOVIE 10 190 200 A 13.9 22 1215 1788 676 317 742 272 474 483 399 186 621 204 381 359 340 197 127 63^ 298 191																																							
1 SUN. 9.21P 120 NBC FF 96 99 B 17.6 28 1538 1758 762 320 863 344 569 505 387 239 617 235 422 397 305 155 159 73 119 84																																							
2 SUN. 7.00P 120																																							
7.00 - 7.30 A 9.6 16 839 1869 617 413 731 228^ 409 407 377 264^ 492 125^ 275^236^ 277^217^ 189^137^ 457 254^																																							
7.30 - 8.00 A 11.4 19 996 2085 637 412 786 290 457 404 354 261^ 457 109^ 263^224^ 271^183^ 242^161^ 600 344																																							
8.00 - 8.30 A 11.5 18 1005 2083 663 383 802 256^ 473 402 402 273^ 481 121^ 281 260^ 277 181^ 219^157^ 581 341																																							
8.30 - 9.00 A 13.7 21 1197 2056 645 390 839 255 473 395 416 325 516 140^ 316 294 283 181^ 198^138^ 503 318																																							
9.00 - 9.30 A 14.5 21 1267 1860 700 240 700 188^ 400 510 452 190^ 626 225 351 359 323 204^ 309 41^ 225 169^																																							
9.30 - 10.00 A 15.7 23 1372 1656 679 279 679 212 428 529 451 150^ 663 219 385 398 374 217 68^ LT 246 203																																							
10.00 - 10.30 A 16.7 25 1460 1587 686 256 686 297 492 541 389 92^ 705 259 451 456 379 192 62^ LT 134^ 103^																																							
10.30 - 11.00 A 16.7 26 1460 1573 688 230 688 336 524 554 352 69^ 764 305 522 495 389 184^ 63^ LT 58^ 40^																																							
11.00 - 11.30 A 16.7 31 1460 1498 740 258 755 297 510 526 418 146^ 727 254 450 380 398 207 LT LT 16^ 16^																																							
NEWHART MON. 9.00P 30 CBS CS 9 202 204 A 19.8 29 1731 1596 775 395 860 312 531 463 366 286 524 206 364 333 252 138 122 76^ 90 62^																																							
NEWSBREAK-M-F WTHF 9.58P 1 CBS N 55 167 166 B 20.0 29 1748 1686 805 365 892 305 520 489 393 312 542 209 370 338 255 145 118 66 134 94																																							
MTHF 9.58P 1 CBS N 77 76 B 11.9 18 1040 1526 705 297 796 235 415 388 357 337 539 145 292 288 266 223 88 42^ 103 68																																							
B 12.2 19 1066 1581 781 306 873 248 449 425 400 372 523 153 289 271 256 205 89 40 96 71																																							
1 TUE. 9.51P 1 11 153 155 A 7.8 14 682 1783 669 191^ 701 139^ 350 335 386 303 692 193^ 387 410 344 223 191^100^ 199^ 199^																																							
2 TUE. 9.51P 1 86 75 B 8.1 14 708 1658 700 281 777 190 419 415 405 308 656 189 378 387 333 225 106 39 119 86																																							
NEWSBREAK-SAT. 1 SAT. 9.58P 1 CBS N 11 172 171 A 14.1 21 1232 1570 808 305 929 246 471 458 443 388 482 126 237 266 241 207 48^ 26^ 111^ 87^																																							
2 SAT. 10.05P 1 79 79 B 15.1 23 1320 1524 790 305 882 233 437 440 410 378 519 135 270 277 261 219 59 33 64 47																																							
NEWSBREAK-SUN. 1 SUN. 10.12P 1 CBS N 11 172 171 A 14.1 21 1232 1570 808 305 929 246 471 458 443 388 482 126 237 266 241 207 48^ 26^ 111^ 87^																																							
2 SUN. 10.19P 1 79 79 B 15.1 23 1320 1524 790 305 882 233 437 440 410 378 519 135 270 277 261 219 59 33 64 47																																							
NFL MONDAY NIGHT FOOTBALL 12 209 210 A 19.7 32 1722 1476 399 172 421 117 235 240 233 151 877 288 555 572 449 242 102 24^ 76^ 44^																																							
1 MON. 9.00P 175 ABC SE 99 99 B 18.8 31 1643 1461 428 196 457 146 257 263 228 159 870 283 537 548 450 258 86 17 48 26																																							
2 MON. 9.00P 186 A 18.2 27 1591 1568 425 178 444 125 249 257 245 149 877 289 536 561 436 256 102 24^ 145 97																																							
9.00 - 9.30 A 21.2 31 1853 1508 397 187 416 116 232 253 240 140 881 290 549 580 445 247 94 17^ 117 82																																							
9.30 - 10.00 A 22.2 33 1940 1514 411 181 434 131 263 265 241 137 872 292 546 556 434 250 124 31^ 84 48^																																							
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11.30 - 12.00 A 22.2 49 1940 1331 393 143^ 414 153 213 155 183 170 819 276 553 562 448 210 44^ 23^ 54^ 11^																																							
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NIGHT BEFORE CHRISTMAS(S) 208 A 15.3 23 1337 2102 574 270 723 395 530 398 221 193^ 544 319 428 338 141^ 97^ 188^ 74^ 647 317																																							
2 WED. 8.30P 30 CBS EA 99 B 27.5 42 2404 1769 754 348 870 338 584 504 414 224 640 279 463 426 312 136 153 73 106 86																																							
NIGHT COURT THU. 9.30P 30 NBC CS 9 204 204 A 25.1 38 2194 1793 772 362 857 330 570 529 403 226 655 291 488 443 308 135 151 85 130 93																																							
7 183 A 12.1 21 1058 1433 663 344 774 210^ 356 374 407 301 599 184^ 336 370 312 206^ 43^ LT 17^ 14^																																							
1986 1 TUE. 10.00P 60 NBC DN 96 B 10.4 18 909 1549 706 301 766 204 396 408 398 299 672 200 421 405 345 210 71 38 40 29																																							
CONT'D																																							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																		
1986-CONT'D																																		
10.00 - 10.30										A	12.5	21	1093	1453	679	352	794	236^	394	396	404	291	587	185^	340	373	295	202^	39^	LT	33^	27^		
10.30 - 11.00										A	11.7	21	1023	1405	646	335	751	180^	314	349	408	312	609	181^	341	366	332	210^	45^	LT	LT	LT		
OUR HOUSE										A	12.6	19	1101	1702	584	187^	638	109^	304	344	371	259	582	189^	396	405	326	152^	122^	108^	360	277		
1	SUN.	7.21P	60	NBC	GD		97			B	13.6	21	1189	1896	761	315	846	260	495	459	398	300	591	199	377	351	294	178	173	101	286	174		
7.00 - 7.30										A	11.2	18	979	1519	493	149^	507	42^	211^	279^	324	228^	568	144^	350	384	330	184^	104^	104^	340	247^		
7.30 - 8.00										A	12.3	19	1075	1643	591	166^	609	57^	271	343	391	266	603	191^	416	408	342	159^	83^	83^	348	277		
8.00 - 8.30										A	13.8	21	1206	1823	599	222^	713	199^	379	361	359	255	554	203^	385	405	300	129^	175^	139^	381	282		
OUR WORLD										A	5.4	8	472	1513	574	261^	693	201^	319	377	320	299^	626	216^	377	390	314	192^	76^	76^	118^	102^		
THU. 8.00P 60 ABC DN 98 96										B	6.0	9	524	1547	624	276	750	232	361	410	331	292	577	184	329	345	305	178	103	56	117	81		
8.00 - 8.30										A	5.2	8	454	1504	556	248^	695	210^	337	365	316	297^	606	212^	364	388	294^	181^	73^	73^	130^	111^		
8.30 - 9.00										A	5.6	9	489	1511	584	270^	683	189^	301	385	322	298	641	221^	388	390	325	201^	82^	82^	105^	92^		
PERFECT STRANGERS										A	15.9	25	1390	1932	786	353	854	336	548	471	353	250	589	289	436	402	225	124	194	109	295	220		
WED. 8.00P 30 ABC CS 99 99										B	16.2	26	1416	1895	754	301	832	349	575	512	358	208	559	248	420	379	252	116	213	110	291	202		
RUDOLPH-RED-NOSE-REINDEER(S)										A	17.3	26	1512	2336	788	264	844	477	608	538	238	187	547	309	449	360	187	98^	191	138^	754	418		
1	TUE.	8.00P	60	CBS	EA		99			A	16.8	25	1468	2287	771	253	828	467	592	524	228	190^	532	290	441	357	197	91^	193	140^	734	413		
8.00 - 8.30										A	14.8	26	1556	2377	805	273	860	485	622	549	247	188	557	326	454	361	176^	103^	186	134^	774	423		
8.30 - 9.00										A	14.7	25	1285	1770	845	384	889	363	613	581	413	221	618	303	489	360	280	129^	83^	16^	180^	129^		
ST. ELSEWHERE																																		
1 WED. 10.00P 60 NBC GD 99										B	14.5	24	1343	1608	806	344	877	347	615	579	404	293	610	281	488	34	303	136^	90^	32^	150^	108^		
10.00 - 10.30										A	14.4	24	1259	1775	810	372	877	347	615	586	422	218	627	289	491	376	284	189^	23^	23^	104^	48^		
10.30 - 11.00										A	14.9	25	1302	1771	865	396	904	381	615	586	422	218	627	289	491	376	284	189^	23^	23^	104^	48^		
SCARECROW & MRS. KING										A	16.2	27	1416	1576	785	279	885	201	386	391	397	428	564	183^	334	283	284	189^	23^	23^	104^	48^		
2 FRI. 8.00P 60 CBS GD 99										B	14.9	25	1302	1644	801	345	901	217	439	434	420	402	529	148	294	284	271	195	60	28	154	90		
8.00 - 8.30										A	14.9	25	1302	1586	781	280	885	212^	395	389	391	425	560	173^	328	277	295	186^	26^	26^	115^	57^		
8.30 - 9.00										A	17.6	29	1538	1553	783	276	878	190	373	390	399	429	563	189	337	288	272	188	19^	19^	93^	41^		
SIDEKICKS										A	10.0	18	874	2066	528	319	614	232	397	352	289	194	663	219	431	418	351	190	358	116^	431	291		
SAT. 8.00P 30 ABC OP 92 93										B	9.7	17	848	2009	588	321	671	213	428	408	345	207	618	180	412	410	344	170	258	95	462	315		
SIMON & SIMON										A	11.6	18	1014	1721	658	255	768	177	399	400	389	315	654	191	425	365	338	206	158	71^	141	86^		
THU. 8.30P 60 CBS PD 98 98										B	11.9	18	1040	1751	710	238	788	165	359	422	404	331	685	212	438	410	340	210	130	67	148	91		
8.30 - 9.00										A	10.6	16	926	1786	667	270	777	164	394	402	402	325	659	204	429	361	329	207	184	83^	166	105^		
9.00 - 9.30										A	12.5	19	1093	1672	650	242	761	186	405	397	378	308	654	183	428	371	347	207	137	62^	120^	68^		
60 MINUTES										A	23.1	37	2019	1616	689	243	755	163	314	337	337	364	732	208	370	391	350	291	47^	18^	82	45^		
1 SUN. 7.00P 60 CBS DN 99 99										B	23.2	36	2028	1576	700	270	761	148	319	349	363	371	699	185	347	366	340	290	46	16	70	44		
2 SUN. 7.24P 60										A	21.1	34	1844	1568	713	267	765	163	329	350	337	365	682	183	348	372	328	279	29^	2^	92	39^		
7.00 - 7.30										A	23.0	37	2010	1639	678	247	745	156	300	331	338	361	751	215	382	408	356	292	50^	23^	93	55^		
7.30 - 8.00										A	26.0	41	2272	1630	686	205	769	184	332	337	334	373	757	223	376	386	363	301	60^	25^	44^	26^		
8.00 - 8.30										A	9.1	16	795	2133	561	326	638	233	435	403	326	164^	772	279	572	550	416	160^	269	158^	454	343		
SLEDGE HAMMER										B	9.3	16	813	2102	652	328	728	252	475	469	377	200	673	204	492	492	402	145	237	139	464	361		
SAT. 8.30P 30 ABC CS 87 93										A	12.0	21	1049	1490	563	273	687	209	362	355	328	250	583	203	359	315	246	213	118^	48^	102^	56^		
SPENSER: FOR HIRE										B	10.9	19	953	1501	665	304	766	236	416	408	373	281	505	165	289	287	244	181	131	59	99	67		
SAT. 10.00P 60 ABC PD 92 97										A	11.3	20	988	1500	570	294	705	216	369	366	339	258	592	211	370	318	248	213	110^	44^	93^	48^		
10.00 - 10.30										A	12.6	23	1101	1487	559	254	675	204	360	349	319	244	575	196	349	311	245	214	126^	51^	111^	63^		
10.30 - 11.00																																		

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
SPORTSBREAK-SAT SAT. 8.58P 1 CBS SN 11 159 179 83 88																		A 7.6 13 664	B 9.2 16 804	1521 1693	650 273 675 285	706 134^ 767 176	353 327 390 372	342 310 378 325	593 61^ 607 147	284 321 331 322	339 258 327 238	52^ 52^ 99 63	170^ 68^ 220 132				
SPORTSBREAK-SUN 1 SUN. 8.30P 1 CBS SN 11 196 194 93 92																		A 20.5 31 1792	B 21.2 31 1853	1713 1603	805 257 802 300	874 183 880 171	368 372 378 406	394 430 433 425	632 149 582 130	313 298 272 285	337 278 301 260	93 38^ 60 33	114 51^ 81 48				
STARMAN 1 FRI. 10.00P 60 ABC A 8 182 93																		A 10.9 19 953	B 10.4 18 909	2073 1830	688 346 704 338	780 218^ 768 283	442 417 516 481	439 278^ 387 203	532 250^ 605 217	358 363 426 406	264^134^ 330 146	361 245^ 190 83	400 366 267 206				
10.00 - 10.30																		A 10.7 18 935	A 11.2 20 979	2126 1993	710 353 653 332	793 221^ 751 207^	452 431 422 397	457 273^ 418 279^	548 261^ 508 235^	378 372 332 348	270^128^ 253^138^	373 256^ 350 234^	412 380 384 348				
20/20 1 THU. 10.00P 60 ABC DN 8 208 99																		A 13.1 21 1145	B 13.7 23 1197	1384 1445	684 218^ 762 233	723 100^ 835 192	244 297 379 413	410 403 409 380	582 149^ 548 147	328 342 290 299	353 214^ 294 214	39^ 18^ 34 9	40^ 33^ 28 21				
10.00 - 10.30																		A 13.3 21 1162	A 12.9 21 1127	1460 1299	698 242 665 190^	737 106^ 704 93^	259 317 227^275	406 397 413 407	606 168^ 558 129^	358 357 296 325	356 212^ 350 219^	40^ 17^ 37^ 19^	77^ 64^ LT LT				
10.30 - 11.00																		A 12.9 21 1127															
20/20 SPECIAL(S) 2 THU. 10.00P 60 ABC DN 210 99																		A 11.7 19 1023	A 11.9 19 1040	1658 1657	789 357 837 360	963 393 989 426	554 492 585 521	308 340 306 334	633 233^ 621 249^	358 383 366 386	325 217^ 310 202^	41^ 9^ 47^ 17^	21^ 8^ LT LT				
10.00 - 10.30																		A 11.6 19 1014	B 13.7 23 1197	1637 1445	733 347 653 332	927 357 835 192	513 456 379 413	305 344 409 380	637 214^ 548 147	344 375 290 299	334 233^ 294 214	33^ 17^ 34 9	40^ 16^ 28 21				
10.30 - 11.00																		A 9.5 14 830	B 9.3 14 813	1716 1725	697 318 696 298	805 215 774 195	447 407 402 404	376 317 384 310	700 257 702 259	504 424 490 457	329 179 333 174	78^ 43^ 68 44	133^ 49^ 161 87				
TWILIGHT ZONE THU. 8.00P 30 CBS SF 3 205 205 99 99																		A 9.5 14 830	B 9.3 14 813	1716 1725	697 318 696 298	805 215 774 195	447 407 402 404	376 317 384 310	700 257 702 259	504 424 490 457	329 179 333 174	78^ 43^ 68 44	133^ 49^ 161 87				
227 1 SAT. 8.30P 30 NBC CS 7 188 95																		A 17.7 30 1547	B 18.7 32 1634	1779 1806	765 340 802 340	890 287 905 273	468 448 477 443	343 385 372 366	454 146^ 453 139	240 208 242 216	208 210 208 186	178^ 98^ 161 94	277 533 287 213				
VALERIE 1 SUN. 8.21P 30 NBC CS 4 194 97																		A 11.6 17 1014	B 12.4 18 1084	1853 1934	531 185^ 802 336	637 193^ 915 375	358 334 582 491	311 216^ 367 285	533 215^ 522 232	411 428 358 335	277 105^ 222 133	233^171^ 186 111	450 307 311 185				
WEBSTER 1 FRI. 8.00P 30 ABC CS 8 191 94																		A 12.8 22 1119	B 13.7 24 1197	1718 1771	754 308 713 296	896 134^ 829 236	417 469 441 420	458 427 359 336	413 121^ 434 124	184^227^ 227 223	163^172^ 196 179	80^ 80^ 151 110	329 173^ 357 216				
WE THE PEOPLE 1 TUE. 8.58P 1 CBS DO 15 200 196 95 94																		A 12.4 19 1084	B 12.2 18 1066	1764 1720	705 306 721 293	822 272 834 263	468 436 445 413	378 303 378 327	571 189 578 182	372 326 347 327	276 187 287 203	126 60^ 106 56	245 149 202 122				
1 THU. 9.28P 1																		A 21.2 33 1853	B 21.9 33 1914	1893 1912	725 408 747 372	903 371 845 350	604 500 570 512	378 241 363 216	558 257 543 235	390 335 381 336	224 142 234 134	154 86 228 121	278 168 296 193				
2 M & TU 8.58P 1																		A 10.8 16 944	B 12.5 19 1093	1899 1925	616 385 701 328	892 366 816 291	586 531 528 471	384 247^ 381 248	463 133^ 542 183	248^248^ 387 335	170^215^ 271 142	197^ 75^ 182 83	347 225^ 385 265				
2 THU. 9.28P 2																		A 10.4 16 909	A 11.2 17 979	1803 1980	607 301^ 621 458	840 339 934 390	541 497 627 560	362 240^ 400 251^	445 110^ 477 155^	229^229^ 270^270^	175^216^ 164^207^	221^ 80^ 175^ 70^	297^ 205^ 394 245^				
WIZARD 2 TUE. 8.00P 60 CBS A 197 97																		A 13.3 21 1162	B 14.0 22 1224	1882 1701	812 309 711 319	886 352 849 313	559 506 499 435	361 267 347 286	501 205^ 452 155	384 327 287 279	277 117^ 226 127	236^121^ 201 92	259 158^ 199 142				
YOU AGAIN ? 1 WED. 9.30P 30 NBC CS 7 188 95																		A 6.0 16 524	B 5.6 16 489	1242 1164	601 218 560 192	645 188 602 132	313 304 267 292	279 297 307 285	573 117^ 532 140	317 321 297 292	349 213 290 203	15^ LT 20 14	9^ LT LT LT				
LATE FRINGE ABC NEWS:NIGHTLINE 1 TU & F 11.30P 31 ABC N 34 199 197 98 98																		A 6.0 16 524	B 5.6 16 489	1242 1164	601 218 560 192	645 188 602 132	313 304 267 292	279 297 307 285	573 117^ 532 140	317 321 297 292	349 213 290 203	15^ LT 20 14	9^ LT LT LT				
1 WED. 11.30P 32																		A 6.0 16 524	B 5.6 16 489	1242 1164	601 218 560 192	645 188 602 132	313 304 267 292	279 297 307 285	573 117^ 532 140	317 321 297 292	349 213 290 203	15^ LT 20 14	9^ LT LT LT				
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																																					
ABC NEWS:NIGHTLINE-CONT'D																																					
1	THU.	11.30P	40												A	6.0	16	524	1265	614	225	656	192	323	319	284	296	585	120^	320	327	357	218	14v	LT	10v	LT
2	TUE.	11.30P	31												A	5.4	17	472	881	396^	91v	453^	57v	87v	30v	170^	366^	428^	47v	284^	305^	258^	123v	LT	LT	LT	LT
2	THU.	11.30P	30																																		
2	FRI.	11.45P	15																																		
		11.30 - 12.00																																			
		12.00 - 12.30																																			
ABC NEWS:NIGHTLINE-MON																																					
1	MON.	12.36A	30	ABC N			10	198	198	A	4.6	20	402	1107	382	80v	385	LT	157^	216^	283^	169^	707	212^	393	491	380	216^	15v	15v	LT	LT	LT	LT	LT	LT	
2	MON.	12.47A	31							B	4.1	21	358	1030	376	137	387	53	185	218	231	163	628	172	368	411	364	196	LT	LT	LT	LT	LT	LT	LT	LT	
ABC NEWS:NIGHTLINE-THU																																					
2	THU.	12.00M	46	ABC N			2	203		A	4.3	15	376	1274	712^	202^	715^	170v	260^	319^	354^	396^	559^	142v	296^	343^	382^	197^	LT	LT	LT	LT	LT	LT	LT	LT	
		12.00 - 12.30								B	4.1	16	358	1164	564	134	565	117	196	275	298	284	599	171	285	369	321	218	LT	LT	LT	LT	LT	LT	LT	LT	
		12.30 - 1.00								A	4.8	16	420	1293	703	217^	703	160v	273^	307^	350^	396^	590^	190^	347^	357^	367^	210^	LT	LT	LT	LT	LT	LT	LT	LT	
										A	3.6	15	315	1137	699^	147v	699^	187v	215v	334^	340^	365^	438^	LT	139v	283^	403^	155v	LT	LT	LT	LT	LT	LT	LT	LT	
ABC NEWS:NIGHTLINE-FRI																																					
2	FRI.	12.00M	15	ABC N			1	188		A	4.9	13	428	1584	429^	82v	716	357^	454^	212^	283^	217^	832	314^	547^	625^	453^	207^	LT	LT	36v	36v	LT	LT	36v	36v	
										B	4.9	13	428	1584	429	82	716	357	454	212	283	217	832	314	547	625	453	207	LT	LT	36	36	LT	LT	36	36	
ABC WEEKEND REPORT-SAT.																																					
	SAT.	11.30P	15	ABC N			10	144	145	A	2.9	9	253	1253	684	258^	708	396^	495^	363^	206^	198^	436^	116v	254^	237^	225^	166^	109v	98v	LT	LT	LT	LT	LT	LT	
										B	2.5	9	219	1133	625	197	658	186	365	346	309	275	425	119	198	191	179	205	45	28	LT	LT	LT	LT	LT	LT	
ABC WEEKEND REPORT-SUN.																																					
							10	150	150	A	3.4	12	297	1141	421^	152^	421^	114v	179^	179^	159^	242^	656	232^	407^	276^	249^	235^	20v	20v	44v	LT					
CBS LATE NIGHT I																																					
1	M & W	11.30P	66	CBS FF			55	174	175	A	4.7	18	411	1304	586	304	681	223	370	343	328	248	534	203	329	257	226	193	31v	LT	59^	18v					
1	TU&TH	11.30P	64							B	4.5	16	393	1234	570	245	658	215	357	334	313	241	466	142	271	232	233	172	57	24	53	19					
	FRI.	11.30P	67																																		
2	MWTH	11.30P	66																																		
2	TUE.	11.30P	64																																		
		11.30 - 12.00								A	5.0	14	437	1311	579	302	682	226	379	336	328	250	533	192	332	265	247	188	34v	LT	62^	26v					
		12.00 - 12.30								A	4.6	17	402	1281	587	311	674	218	360	345	327	247	523	207	319	246	208	192	32v	LT	52^	12v					
		12.30 - 1.00								A	4.4	19	385	1281	590	312	683	211	353	357	321	244	490	203	278	228	153^	207	23v	LT	85^	34v					
CBS LATE NIGHT II																																					
1	M & W	12.36A	50	CBS FF			55	174	175	A	2.9	16	253	1253	573	217^	663	225^	360	327	277	257^	493	256^	344	218^	135^	141^	LT	LT	80^	LT					
1	TUE.	12.34A	51							B	3.0	17	262	1133	514	195	575	208	316	299	245	207	470	174	307	238	214	146	45	LT	43	80^	LT				
1	THU.	12.34A	48																																		
1	FRI.	12.37A	41																																		
2	MON.	12.36A	50																																		
2	TUE.	12.34A	53																																		
2	WED.	12.36A	49																																		
2	THU.	12.36A	45																																		
		12.30 - 1.00								A	3.1	15	271	1284	554	258	642	200^	336	321	287	247^	538	258	383	270	174^	147^	26v	LT	78^	LT					
		1.00 - 1.30								A	2.7	16	236	1216	585	174^	670	250^	378	326	251^	263^	453	254^	305	166^	102^	139^	LT	LT	85^	LT					
CBS NEWS NIGHTWATCH-1																																					
	M-THSU	2.00A	30	CBS N			54	53	52	A	1.0	10	87	678^	299^	138v	437^	161v	161v	127v	LT	264^	241^	161v	172v	149v	80v	69v	LT	LT	LT	LT	LT	LT	LT		
										B	1.1	12	96	597	298	167	360	LT	163	165	239	181	219	63	143	128	132	73	LT	LT	LT	LT	LT	LT	LT		
CBS NEWS NIGHTWATCH-2																																					
	M-THSU	2.30A	30	CBS N			55	76	74	A	1.3	15	114	605	299^	80v	439^	149v	149v	140v	LT	272^	166^	52v	114v	105v	97v	LT	LT	LT	LT	LT	LT	LT	LT		
										B	1.3	17	114	549	246	63	301	80	130	136	139	154	222	LT	136	136	151	72	LT	LT	LT	LT	LT	LT	LT	LT	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG AUD %	SHARE %	AVG (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-44	25-54	35-64	55+	TOTAL	18-34	18-44	25-54	35-64	55+	TOTAL	18-34	18-44	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
LATE FRINGE CONT'D																																					
CBS NEWS NIGHTWATCH-3																																					
M-THSU 3.00A 180 CBS N 55 94 93																																					
3.00 - 3.30																																					
3.30 - 4.00																																					
4.00 - 4.30																																					
4.30 - 5.00																																					
5.00 - 5.30																																					
5.30 - 6.00																																					
CBS SUNDAY NEWS-OSGOOD																																					
1 SUN. 11.00P 15 CBS N 10 115 117																																					
2 SUN. 11.24P 15																																					
DAVID LETTERMAN I																																					
M-TH 12.30A 30 NBC GV 40 205 204																																					
DAVID LETTERMAN II																																					
M-TH 1.00A 30 NBC GV 40 205 204																																					
DICK CAVETT-TUE																																					
1 TUE. 12.31A 60 ABC CC 10 114 114																																					
2 TUE. 12.31A 59																																					
12.30 - 1.00																																					
1.00 - 1.30																																					
DICK CAVETT-WED																																					
1 WED. 12.32A 59 ABC CC 9 114 68																																					
12.30 - 1.00																																					
1.00 - 1.30																																					
FRIDAY NIGHT VIDEOS																																					
FRI. 12.30A 90 NBC PC 10 191 191																																					
12.30 - 1.00																																					
1.00 - 1.30																																					
1.30 - 2.00																																					
G MICHAELS SPORTS MACHINE																																					
1 SUN. 11.42P 15 NBC SC 12 84 85																																					
2 SUN. 11.30P 15																																					
JIMMY BRESLIN'S PEOPLE-TH																																					
1 THU. 12.40A 59 ABC CC 11 112 108																																					
2 THU. 1.16A 59																																					
12.30 - 1.00																																					
1.00 - 1.30																																					
1.30 - 2.00																																					
2.00 - 2.30																																					
JIMMY BRESLIN'S PEOPLE-FR																																					
1 FRI. 12.01A 59 ABC CC 11 92 88																																					
2 FRI. 12.15A 60																																					
12.00 - 12.30																																					
12.30 - 1.00																																					
1.00 - 1.30																																					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11				
																	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+					
LATE FRINGE CONT'D																																	
SATURDAY NIGHT						7	197	196	A	8.4	25	734	1778	592	278	800	411	585	456	250	164	634	302	490	419	245	128	232	109	112	92		
SAT. 11.30P 80 NBC GV						99	99	B	7.5	23	656	1619	626	322	761	407	554	474	251	144	563	280	431	369	227	102	198	107	97	80			
11.30 - 12.00								A	9.6	25	839	1840	579	294	799	366	534	418	289	190	711	295	477	418	301	201	215	109	115	93			
12.00 - 12.30								A	8.2	25	717	1798	628	272	854	473	635	485	227	167	601	302	500	422	209	101	243	99	100	82			
12.30 - 1.00								A	6.8	24	594	1601	565	264	717	399	617	497	218	100	535	316	505	407	189	30	226	114	123	104			
TONIGHT SHOW						50	202	202	A	8.3	24	725	1341	648	240	727	236	367	328	307	280	535	213	350	302	249	147	43	22	36	21		
M-F 11.30P 60 NBC GV						99	99	B	7.1	23	621	1354	657	229	736	230	372	352	336	288	512	183	333	298	256	149	66	32	40	21			
11.30 - 12.00								A	8.7	23	760	1368	667	257	739	230	381	348	332	279	539	207	349	298	254	157	52	29	38	23			
12.00 - 12.30								A	7.9	26	690	1291	623	217	707	240	349	303	277	278	527	220	349	298	239	138	24	10	33	19			
VIEWPOINT(S)						192			A	5.4	18	472	1068	432	99	447	42	110	148	208	299	587	142	254	308	358	279	34	34	LT	LT		
2 WED. 11.30P 90 ABC N						97			A	6.3	17	551	1176	476	162	521	110	187	222	235	299	607	138	311	371	370	236	48	48	LT	LT		
11.30 - 12.00								A	5.4	18	472	1023	437	73	437	LT	73	121	237	316	561	148	218	273	339	288	25	25	LT	LT			
12.00 - 12.30								A	4.5	20	393	972	360	41	360	LT	47	76	132	284	586	135	220	260	370	326	26	26	LT	LT			
*WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)						187			A	6.4	18	559	1336	553	213	632	194	421	398	376	161	407	246	246	75	45	161	161	136	84			





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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																															
WK # DAY		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																
																						WOMEN					MEN																																																							
																						TOTAL					TOTAL																																																							
																						18-34					18-49					25-54																																																		
																						TOTAL					TOTAL																																																							
WEEKDAY DAYTIME CONT'D																																																																																		
DOUBLE TALK-CONT'D																																																																																		
2 TUE.		11.30A		9																																																																														
& 11.55A		5																																																																																
FAME,FORTUNE AND ROMANCE												50		161 164		A			2.3 10 201		1109		686 173		751 228					422 457					354 254					298		134		179		105		90		119		LT LT		55		LT																										
1 M-WTHF		11.00A		30		ABC CC		80 81		B		2.3 10 201		1147		640 173		763 272					461 461					334 250					287		135		196		127		94 87		LT LT		81 29																																					
2 M-F		11.00A		30																																																																														
FAMILY TIES M-F												45		161 161		A			3.5 16 306		1307		555 159		679 235					385 274					248 255					431		294		349 140		85 82		34		LT		163		69																												
1 W-F		10.00A		30		NBC CS		89 90		B		3.4 15 297		1289		686 125		763 276					427 351					273 297					321		154		226 145		115 94		44 LT		161 63																																							
2 M-F		10.00A		30																																																																														
GENERAL HOSPITAL												45		209 209		A			8.4 28 734		1244		762 208		869 402					590 504					318 226					218		54		105 82		89		111		79		69		78		26																										
1 TU-F		3.00P		60		ABC DD		99 99		B		8.3 28 725		1299		801 224		918 423					608 538					354 231					210		65		114 92		79 92		100 85		71 29																																							
2 M-F		3.00P		60																																																																														
3.00 - 3.30																																																																																		
3.30 - 4.00																																																																																		
GOOD MORNING, AMERICA-730												48		209 209		A			4.4 22 385		1104		608 186		655 159					332 380					379 254					348		83		177		165		132		171		52		49		49		26																								
1 W-F		7.30A		30		ABC N		99 99		B		4.5 22 393		1185		685 227		738 186					398 450					374 264					348		92		194 178		154 151		43 24		56 27																																							
2 M-F		7.30A		30																																																																														
GOOD MORNING, AMERICA-830												49		203 207		A			4.7 22 411		1180		721 209		747 190					374 392					381 309					348		91		146		151		136		172		31		12		54		47																								
1 TUE.												8.30A		30		ABC N		99		A		4.6 21 393		1176		757 161		776 174					379 392					383 340					738		76		100		100		100		100		100		100																									
1 W-F												8.30A		30		ABC N		99		B		4.6 21 393		1176		757 161		776 174					379 392					383 340					738		76		100		100		100		100		100																											
2 M-WTHF												8.30A		30		ABC N		99		A		4.6 21 393		1176		757 161		776 174					379 392					383 340					738		76		100		100		100		100																													
2 TUE.												8.30A		30		ABC N		99		A		4.6 21 393		1176		757 161		776 174					379 392					383 340					738		76		100		100		100		100																													
& 8.55A												5																																																																						
GOOD MORN AMER-TUE-830(B)												99								A		2.6 13 227		775		608		608					304					304					462					304					167		LT		LT		LT		LT																					
1 TUE.		8.38A		22		ABC N		66																																																																										
GOOD MORN AMER-MON-730(B)												101								A		2.5 12 219		763		265		498					165					265					265					246					233					265		LT		LT		69		69		196		LT		LT										
1 MON.		7.30A		30		ABC N		66																																																																										
GOOD MORN AMER-TUE-730(B)												189								A		3.6 17 315		670		280		384					79					245					245					305					139					225		38		38		38		69		187		45		19		16		LT						
1 TUE.		7.30A		30		ABC N		84																																																																										
GOOD MORN AMER-TUE-830(B)												189								A		3.2 15 280		1064		575		575					107					354					354					353					221					214					357		LT		143		143		221		214		132		LT		LT		LT	
2 TUE.		8.39A		16		ABC N		84																																																																										
GUIDING LIGHT												52		207 207		A			5.8 19 507		1272		784 155		924 215					399 402					401 428					205		61		92		50		84		111		76		48		67		26																								
1 TU-F		3.00P		60		CBS DD		99 99		B		6.2 21 542		1338		816 186		951 236					468 425					433 418					237		81		132 90		99 89		90 66		60 32																																							
2 M-F		3.00P		60																																																																														
3.00 - 3.30																																																																																		
3.30 - 4.00																																																																																		
LOVING												49		184 184		A			3.5 13 306		1418		921 320		1045 484					729 621					398 254					200		65		102		69		46		98		46		26		127		17																								
M-F		12.30P		30		ABC DD		91 91		B		3.8 14 332		1329		838 223		937 420					651 561					342 246					233		83		129 112		81 93		52 43		107 31																																							
NBC NEWS AT SUNRISE												50		188 192		A			2.2 16 192		1089		496 73		496 LT					135					198					270					298					568		157		344		348		343		188					25		LT		LT		LT											
M-F		6.30A		30		NBC N		94 97		B		2.2 18 192		1069		476 200		523 54					216 251					302 255					520		139		318 329		281 176		LT LT		LT LT		LT LT																																					
NBC NEWS DIGEST-DAYTIME												30		192 189		A			4.2 15 367		1172		696 93		832 185					341 365					425 385					190		48		84		52		77		106					98		57		52		52																					
CONT'D																																																																																		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

HOUSEHOLD ESTIMATES (Alphabetic)														2ND DEC. 1986 REPORT																							
PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11												
														TOTAL	18-34	WOMEN			MEN																		
																18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+												
WEEKDAY DAYTIME CONT'D																																					
NBC NEWS DIGEST-DA-CONT'D																																					
1 W & F 2.57P 1 NBC N 95 94														B	4.3	15	376	1267	824	166	940	278	476	452	431	386	231	68	104	82	101	100	58	47	38	20	
2 MTWTF 2.57P 1																																					
NEW CARD SHARKS																																					
1 MON. 10.45A 15 CBS QP 52 170 172														A	3.6	16	315	1054	599	133A	672	136A	237	273	292	361	311	54V	124A	118A	159A	174A	LT	LT	67A	32V	
1 W-F 10.30A 30														B	3.7	16	323	1163	667	131	735	185	298	292	276	390	324	70	159	133	162	156	28	20	76	32	
2 M-F 10.30A 30																																					
NEWSBREAK-11.57																																					
M-F 11.57A 2 CBS N 53 185 185														A	6.4	27	559	1322	665	150	750	193	306	229	278	415	413	138	172	105A	143	210	46A	16V	113A	27V	
M-F 11.57A 2 CBS N 86 86														B	6.4	27	559	1262	683	170	780	179	316	289	309	422	347	96	155	98	155	177	46	21	89	25	
NEWSBREAK-3.44																																					
1 TUE. 3.45P 1 CBS N 52 200 198														A	5.6	18	489	1311	785	163	920	233	412	387	384	427	227	88A	118A	68A	86A	106A	82A	53A	82A	28V	
1 WED. 3.43P 1														B	6.1	20	533	1325	798	185	924	239	451	404	407	415	233	86	134	94	94	83	98	73	70	34	
THU. 3.44P 1																																					
FRI. 3.42P 1																																					
2 M & TU 3.39P 1																																					
2 WED. 3.45P 1																																					
ONE LIFE TO LIVE																																					
1 TU-F 2.00P 60 ABC DD 47 210 210														A	6.8	25	594	1290	785	244	876	386	637	545	376	199	273	109A	143	79A	69A	126	55A	47A	86A	27V	
2 M-F 2.00P 60														B	7.1	25	621	1262	798	216	905	406	628	559	374	207	241	87	130	100	77	104	43	36	73	25	
2.00 - 2.30														A	6.5	23	568	1257	777	230	871	386	641	543	378	193	259	117A	138	62A	53A	118A	42A	33A	85A	21V	
2.30 - 3.00																																					
ONE LIFE TO LIVE-MON(B)														A	7.1	26	621	1282	781	256	866	386	630	541	366	198	273	98A	138	87A	73A	131	63A	56A	80A	28V	
1 MON. 2.00P 23 ABC DD 183 82														A	5.6	20	489	1329	889	249A	965	472A	716	606	407A	199A	244A	LT	80V	80V	116V	164A	LT	LT	120V	LT	
PRICE IS RIGHT 1																																					
1 MTWTF 11.00A 30 CBS AP 52 206 207														A	5.9	26	516	1217	657	151	742	168	275	238	274	421	364	112A	174	120A	134	178	25V	14V	86A	21V	
1 TUE. 11.03A 27														B	6.0	26	524	1274	717	163	796	186	330	314	322	417	349	92	174	127	163	163	45	22	84	25	
2 M-F 11.00A 30																																					
PRICE IS RIGHT 2																																					
M-F 11.30A 30 CBS AP 53 207 207														A	7.7	32	673	1282	669	150	777	201	326	256	279	413	383	114	170	124	140	194	34A	17V	88A	23V	
M-F 11.30A 30 CBS AP 99 99														B	7.5	32	656	1259	708	160	793	176	326	308	323	422	345	86	155	106	159	179	41	21	80	25	
RYAN'S HOPE																																					
M-F 12.00N 30 ABC DD 48 166 167														A	2.5	10	219	1228	816	215A	867	300A	539	557	412	269A	233A	92A	124A	86A	104A	106A	23V	23V	105A	28V	
M-F 12.00N 30 ABC DD 85 85														B	2.6	10	227	1229	737	209	848	331	555	500	348	263	250	98	141	117	97	103	32	LT	99	22	
SALE OF THE CENTURY																																					
1 MON. 10.43A 17 NBC QG 47 159 162														A	3.8	17	332	1163	566	220	793	232	310	175A	256	452	277	126A	150A	74A	75A	123A	39V	24V	54A	LT	
1 W-F 10.30A 30														B	3.8	17	332	1207	757	150	836	236	374	307	297	438	281	85	129	84	80	149	19	LT	71	20	
2 M-F 10.30A 30																																					
SANTA BARBARA																																					
1 TU-F 3.00P 60 NBC DD 48 196 197														A	4.2	14	367	1335	702	172A	828	251	400	333	354	390	262	82A	121A	79A	96A	141A	144A	90A	101A	36V	
2 M-F 3.00P 60														B	4.2	14	367	1326	822	130	889	321	451	378	351	384	238	67	106	70	94	129	95	68	104	62	
3.00 - 3.30														A	4.1	14	358	1291	682	160A	797	230	369	312	329	389	243	73A	112A	78A	89A	131A	139A	83A	112A	42V	
3.30 - 4.00														A	4.3	14	376	1354	710	175A	851	266	423	345	375	391	269	88A	121A	75A	93A	148A	146A	93A	88A	32V	
SCRABBLE																																					
1 M-F 11.30A 30 NBC QG 48 194 193														A	4.5	19	393	1127	588	186	733	146A	249	231	267	425	303	46A	68A	71A	119A	214	33V	33V	58A	21V	
2 MTWTF 11.30A 30														B	4.5	19	393	1219	734	148	798	168	309	307	317	431	325	68	106	107	133	186	27	19	69	26	
2 TUE. 11.30A 8																																					
& 11.51A 9																																					

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													WOMEN					MEN																				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																						
SEARCH FOR TOMORROW		49	139	143				A	2.4	9	210	1352	732	257	923	247	324	270	353	500	323	119	133	86	142	185	29	LT	77	LT								
M-F 12.30P 30 NBC DD		71	73					B	2.4	9	210	1565	763	206	944	327	432	338	346	460	464	169	243	152	215	182	39	30	118	71								
SUPER PASSWORD		48	148	149				A	3.1	12	271	1292	712	162	834	184	284	239	296	473	298	81	88	69	126	177	89	81	71	55								
M-F 12.00N 30 NBC QG		72	72					B	3.4	13	297	1225	726	112	820	146	278	270	333	486	283	63	91	67	113	177	69	32	53	26								
TODAY SHOW-7.30AM		49	199	205				A	4.9	24	428	1290	704	215	722	129	297	344	375	357	452	69	212	250	281	202	31	16	85	61								
1 M-WTHF 7.30A 30 NBC N		98	99					B	5.0	25	437	1299	734	236	783	170	400	404	382	328	441	100	218	224	228	184	18	LT	57	45								
2 M-F 7.30A 30																																						
TODAY SHOW-7.30AM-TUE(B)		183						A	4.6	22	402	1381	669	313	724	172	380	445	326	279	345	102	177	177	243	168	LT	LT	312	312								
1 TUE. 7.30A 30 NBC N		84																																				
TODAY SHOW-8.30AM-MON(B)		126						A	3.2	15	280	829	622	157	622	171	171	171	122	451	53	53	53	53	LT	LT	LT	LT	154	LT								
1 MON. 8.30A 14 NBC N		70																																				
TODAY SHOW-8.30AM-TUE(B)		106						A	3.0	14	262	1328	599	95	664	95	267	294	199	370	473	125	168	84	207	305	LT	LT	191	138								
1 TUE. 8.38A 22 NBC N		67																																				
TODAY SHOW-8.30AM		49	198	205				A	5.0	23	437	1192	727	139	775	170	339	317	297	405	325	71	140	134	161	170	LT	LT	85	51								
1 W-F 8.30A 30		98	99					B	5.1	23	446	1223	792	173	829	186	368	359	326	414	338	76	148	138	154	165	12	LT	44	26								
2 M-F 8.30A 30																																						
\$25,000 PYRAMID		50	177	177				A	3.5	16	306	1056	617	134	719	156	271	258	292	402	262	62	114	79	127	134	LT	LT	65	LT								
HEEL OF FORTUNE		48	206	207				A	5.7	25	498	1175	648	204	779	156	281	238	282	460	288	54	82	72	104	197	38	30	70	24								
M-F 11.00A 30 NBC QG		97	98					B	5.8	25	507	1250	768	144	831	170	315	308	321	464	319	67	109	94	120	189	32	18	68	22								
OUNG AND THE RESTLESS		52	208	208				A	7.3	28	638	1241	748	174	890	280	454	385	350	385	289	77	131	102	109	145	19	13	43	11								
M-F 12.30P 60 CBS DD		99	99					B	7.7	30	673	1250	807	189	928	281	491	420	386	383	254	68	124	93	103	121	26	17	42	13								
12.30 - 1.00								A	7.2	28	629	1240	741	168	882	282	460	377	343	377	303	87	144	111	108	144	15	10	40	9								
1.00 - 1.30								A	7.3	27	638	1245	763	177	909	284	456	399	362	393	275	66	120	95	110	145	20	14	41	11								
WEEKEND DAYTIME																																						
BC WEEKEND SPECIALS		11	174	168				A	4.6	15	402	1970	533	207	583	295	406	392	256	101	388	289	301	230	12	87	192	109	807	403								
SAT. 12.00N 30 ABC FV		88	79					B	3.9	13	341	1752	397	160	455	249	322	286	163	106	335	151	240	210	114	81	171	111	791	469								
BC WIDE WORLD-SPORTS SAT		2	184	198				A	4.2	10	367	1651	534	242	676	238	378	298	282	264	736	191	409	436	383	284	89	LT	150	31								
1 SAT. 4.30P 90 ABC SA		95	98					B	4.2	10	367	1651	534	242	676	238	378	298	282	264	736	191	409	436	383	284	89	LT	150	31								
2 SAT. 4.00P 120																																						
4.00 - 4.30								A	3.5	9	306	1605	437	258	581	215	284	219	277	232	716	223	396	363	319	294	105	33	203	105								
4.30 - 5.00								A	4.0	10	350	1549	517	237	611	188	309	268	290	271	686	149	389	414	372	260	71	LT	181	43								
5.00 - 5.30								A	4.4	10	385	1642	453	238	621	255	363	243	199	241	805	201	455	469	428	322	72	LT	144	21								
5.30 - 6.00								A	4.7	10	411	1696	636	234	782	260	467	382	341	278	694	200	373	432	365	253	112	19	108	LT								
ALL NEW EWOKS		11	197	199				A	4.4	14	385	1668	455	94	455	195	281	240	200	132	236	172	172	93	LT	64	214	111	763	370								
SAT. 11.30A 30 ABC CA		94	93					B	4.0	14	350	1655	395	148	437	232	331	258	160	95	251	117	193	164	86	56	153	95	814	446								
ALVIN AND THE CHIPMUNKS		7	200	199				A	7.0	24	612	1920	282	128	422	286	366	213	94	56	253	182	213	140	46	40	199	93	1046	483								
SAT. 10.30A 30 NBC CA		99	99					B	6.9	24	603	1868	323	141	413	260	318	179	89	86	272	160	201	137	88	61	210	107	973	506								
AMERICAN BANDSTAND		9	147	153				A	2.3	7	201	1488	259	120	333	64	130	238	269	95	531	267	447	486	219	45	275	164	349	139								
SAT. 1.00P 30 ABC PC		73	77					B	2.3	7	201	1450	355	130	423	184	267	283	190	100	379	113	270	284	206	77	189	124	459	279								

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF INC. HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKEND DAYTIME CONT'D																																										
BERNSTAIN BEARS																		A	2.3	14	201	1716	363	95	388	153	268	204	120	120	170	79	89	89	170	79	89	89	124	1034	641	
SAT. 8.00A 30 CBS CA																		B	2.5	16	219	1655	287	70	328	154	215	210	107	85	218	88	159	149	218	88	159	149	93	1016	605	
BUGS BUNNY & TWEETY SHOW																		A	5.0	16	437	1529	377	64	377	142	232	161	171	145	244	92	156	116	244	92	156	116	134	688	356	
SAT. 11.00A 30 ABC CA																		B	4.7	16	411	1703	405	207	459	258	340	259	149	102	298	148	211	146	298	148	211	146	85	85	812	461
BUSINESS WORLD																		A	1.8	5	157	1344	700	223	707	178	299	299	165	408	375	45	108	95	375	45	108	95	134	688	356	
SUN. 12.30P 30 ABC N																		B	1.7	5	149	1202	593	311	714	205	314	221	183	400	334	112	185	166	334	112	185	166	134	688	356	
CARE BEAR FAMILY																		A	3.2	16	280	1071	154	17	154	17	36	43	125	111	107	28	28	17	107	28	28	17	35	771	510	
SAT. 8.30A 30 ABC CA																		B	3.6	18	315	1663	320	137	355	187	260	218	128	85	142	62	94	72	142	62	94	72	119	1047	673	
CBS NCAA BASKETBALL-SAT																		A	3.8	10	332	1485	272	93	305	91	150	123	98	155	876	337	606	587	876	337	606	587	68	21	236	172
1 SAT. 1.30P 123 CBS SE																		B	3.8	10	332	1485	272	93	305	91	150	123	98	155	876	337	606	587	876	337	606	587	68	21	236	172
2 SAT. 4.05P 118																		A	2.1	6	184	2446	505	179	646	213	294	294	147	352	763	169	511	572	763	169	511	572	59	59	978	790
1.30 - 2.00																		A	2.2	7	192	1839	502	193	559	193	256	256	131	303	640	160	453	458	640	160	453	458	61	61	579	459
2.00 - 2.30																		A	2.3	7	201	1652	409	155	453	159	228	228	109	225	646	228	463	468	646	228	463	468	79	65	474	338
2.30 - 3.00																		A	2.6	8	227	2084	430	194	483	135	227	227	154	256	771	244	502	519	771	244	502	519	124	80	706	577
3.00 - 3.30																		A	6.9	18	603	1212	172	106	197	83	176	151	93	21	900	365	639	553	900	365	639	553	80	17	35	35
4.00 - 4.30																		A	5.3	13	463	1326	144	55	180	36	122	86	104	58	1047	513	792	682	1047	513	792	682	99	17	80	17
4.30 - 5.00																		A	4.3	10	376	1346	130	17	154	50	50	17	33	104	1041	432	706	722	1041	432	706	722	71	17	80	17
5.00 - 5.30																		A	4.7	11	411	1282	262	22	262	26	50	17	81	212	969	346	612	659	969	346	612	659	71	17	80	17
5.30 - 6.00																		A	11.8	34	1031	1758	506	217	555	297	372	283	160	160	917	386	608	526	917	386	608	526	114	22	172	103
CBS NFL FOOTBALL GAME-SA(S)																		A	8.0	24	699	1857	631	176	707	423	494	274	149	186	810	468	603	412	810	468	603	412	146	12	194	100
2 SAT. 12.30P 203 CBS SE																		A	10.2	31	891	1884	547	200	669	431	465	215	106	183	866	409	542	452	866	409	542	452	157	42	192	120
1.00 - 1.30																		A	10.6	32	926	1869	521	256	628	372	432	280	144	164	919	431	588	517	919	431	588	517	126	30	196	134
1.30 - 2.00																		A	12.4	36	1084	1643	442	257	493	240	294	248	151	166	894	354	543	496	894	354	543	496	92	27	164	92
2.00 - 2.30																		A	13.5	38	1180	1675	427	229	447	192	264	238	168	154	953	328	606	559	953	328	606	559	103	21	172	95
2.30 - 3.00																		A	14.1	39	1232	1797	527	195	527	257	367	354	196	148	1006	397	695	613	1006	397	695	613	97	13	167	98
3.00 - 3.30																		A	14.2	38	1241	1655	508	194	508	256	372	364	189	123	922	364	671	571	922	364	671	571	98	9	127	94
3.30 - 4.00																		A	4.8	15	420	2098	788	267	848	527	617	315	189	195	852	460	657	474	852	460	657	474	199	63	199	134
CBS NFL TODAY-SAT(S)																		A	14.8	33	1294	1454	413	151	468	125	219	218	210	208	829	235	487	490	829	235	487	490	91	14	66	23
2 SAT. 12.00N 30 CBS SC																																										
CBS NFL FTBL GAME (SAT)(S)																		A	11.1	30	970	1267	354	85	403	76	144	149	140	226	788	226	426	421	788	226	426	421	56	11	20	20
1 SAT. 4.00P 209 CBS SE																		A	13.4	34	1171	1413	375	148	439	112	195	181	175	210	839	251	467	472	839	251	467	472	62	9	73	32
4.00 - 4.30																		A	14.0	34	1224	1462	414	158	470	150	233	234	198	192	814	229	450	440	814	229	450	440	82	17	96	27
4.30 - 5.00																		A	14.6	33	1276	1398	407	154	462	119	214	219	211	199	806	241	445	443	806	241	445	443	82	17	48	17
5.00 - 5.30																		A	15.9	33	1390	1529	419	154	474	153	240	237	208	194	862	269	527	543	862	269	527	543	111	19	82	13
5.30 - 6.00																		A	17.0	32	1486	1517	437	173	502	149	258	247	246	200	841	223	530	555	841	223	530	555	120	29	54	15
6.00 - 6.30																		A	17.9	33	1564	1496	456	167	497	101	225	234	263	233	826	214	526	516	826	214	526	516	91	18	82	47
6.30 - 7.00																		A	7.5	22	656	1503	420	162	458	143	236	284	182	174	879	369	599	481	879	369	599	481	96	8	70	45
7.00 - 7.30																		B	7.2	22	629	1487	442	193	486	153	262	253	211	190	822	311	507	481	822	311	507	481	99	20	80	49
CBS NFL TODAY																		A	16.0	38	1398	1263	350	145	383	110	184	183	179	179	778	231	446	434	778	231	446	434	52	7	50	45
SUN. 12.30P 30 CBS SC																		B	16.5	38	1442	1389	422	197	458	140	248	253	221	169	780	252	463	458	780	252	463	458	81	23	70	43
CBS NFL FOOTBALL GAME 1																		A	13.1	34	1145	1233	306	177	358	135	210	215	140	133	752	221	431	416	752	221	431	416	73	20	50	43
1 SUN. 1.00P 192 CBS SE																		A	15.6	39	1363	1282	347	132	376	110	187	184	170	173	798	237	448	461	798	237	448	461	62	12	46	46
2 SUN. 1.00P 189																																										
1.00 - 1.30																																										
1.30 - 2.00																																										
CONT'D																																										



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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																															
CBS NFL FOOTBALL G-CONT'D																															
		2.00 -	2.30						A	16.5	39	1442	1335	372	135	406	127	203	192	183	185	790	244	455	453	392	273	55^	6v	84^	66^
		2.30 -	3.00						A	15.6	37	1363	1252	333	147	367	91^	166	179	194	177	785	217	448	452	402	276	42^	7v	58^	56^
		3.00 -	3.30						A	16.7	39	1460	1244	342	151	365	90^	167	166	187	177	786	223	445	430	398	283	51^	5v	42^	42^
		3.30 -	4.00						A	17.9	41	1564	1281	386	141	416	111	192	183	204	200	777	246	458	414	371	287	55^	LT	33^	33^
		4.00 -	4.30						A	16.1	36	1407	1204	351	131	390	108	155	150	170	210	736	227	433	380	374	264	29^	7v	49^	43^
CBS NFL FOOTBALL GAME 2																															
2	SUN.	4.24P	180	CBS SE		200	90		A	16.3	32	1425	1598	458	223	504	168^	291	236	248	202	829	247	511	502	417	291	136^	32v	129^	99^
		4.00 -	4.30						B	14.1	28	1232	1476	442	221	481	148	272	262	237	175	821	258	489	469	403	278	101	24	73	45
		4.30 -	5.00						A	14.3	32	1250	1534	403	198^	438	193^	290	226	199^	148^	833	239	514	502	436	293	132^	30v	131^	108^
		5.00 -	5.30						A	16.1	35	1407	1470	392	215	423	164^	277	222	216	146^	792	253	510	486	389	262	132^	23v	123^	94^
		5.30 -	6.00						A	16.7	36	1460	1525	424	216	465	175^	289	232	241	162^	804	265	497	455	371	293	144^	33v	112^	86^
		6.00 -	6.30						A	16.3	33	1425	1549	446	239	472	151^	286	232	267	186^	801	230	498	500	412	288	160^	35v	116^	74^
		6.30 -	7.00						A	15.8	30	1381	1671	465	211	510	160^	274	199^	239	236	846	248	535	524	441	293	172^	49v	143^	105^
		7.00 -	7.30						A	15.1	28	1320	1700	500	221	537	165^	299	240	260	227	867	248	528	532	452	308	132^	41v	164^	134^
									A	18.3	32	1599	1737	539	238	643	189	323	304	280	266	885	248	512	528	448	309	84^	18v	125^	107^
CBS NFL FOOTBALL POST																															
1	SUN.	4.08P	20	CBS SC		181	92		A	12.8	29	1119	1120	339	149^	379	97^	163^	164^	160^	202^	741	267	493	393	385	215^	LT	LT	LT	LT
									B	10.3	22	900	1200	403	182	420	131	229	242	189	160	666	234	400	360	321	226	78	45	36	25
CBS NFL FOOTBALL POST-SAT(S)																															
2	SAT.	3.53P	12	CBS SC		206	99		A	10.2	27	891	1563	435	140^	435	221^	327	323	150^	97^	933	387	684	567	413	249^	77^	LT	118^	92^
CHRYSLER GOLF INVIT.-SAT(S)																															
						142			A	1.2	3	105	1390^	447^	67^	523^	95^	199^	172^	314^	275^	705^	LT	143^	143^	229^	562^	LT	LT	133^	48^
1 SAT. 3.30P 120 ABC SE 78																															
		2.30 -	3.00						A	1.0	3	87	1644^	494^	58^	494^	10^	218^	264^	288^	210^	782^	150^	281^	283^	207^	248^	LT	LT	LT	LT
		3.00 -	3.30						A	1.1	3	96	1219^	510^	94^	604^	93^	187^	157^	293^	358^	782^	LT	93^	93^	93^	93^	LT	LT	LT	LT
		3.30 -	4.00						A	1.3	4	114	1246^	474^	62^	526^	53^	114^	148^	306^	325^	649^	LT	80^	80^	193^	569^	LT	LT	108^	LT
		4.00 -	4.30						A	1.5	4	131	1405^	352^	54^	466^	114^	267^	153^	352^	199^	831^	LT	160^	160^	358^	671^	LT	LT		
CHRYSLER GOLF INVIT.-SUN(S)																															
1	SUN.	4.00P	120	ABC SE		150	81		A	2.4	5	210	1348	586^	105^	586^	38^	215^	215^	205^	371^	729^	167^	304^	205^	165^	410^	LT	LT	33^	LT
		4.00 -	4.30						A	2.0	4	175	1217^	577^	LT	577^	56^	177^	177^	121^	400^	605^	240^	365^	176^	125^	240^	LT	LT	35^	LT
		4.30 -	5.00						A	2.3	5	201	1129^	493^	LT	493^	34^	154^	154^	120^	339^	586^	188^	283^	149^	95^	303^	LT	LT	50^	LT
		5.00 -	5.30						A	2.6	5	227	1458	639^	212^	639^	31^	286^	286^	290^	353^	796^	188^	369^	220^	181^	427^	LT	LT	23^	LT
		5.30 -	6.00						A	2.9	6	253	1407	577^	158^	577^	27^	209^	209^	245^	368^	807^	51^	189^	237^	238^	570^	LT	LT	23^	LT
COLLEGE-ALL AMER FOOTBALL(S)																															
1	SAT.	2.00P	30	ABC SC		126	73		A	1.1	3	96	1865^	553^	LT	553^	73^	405^	405^	332^	148^	636^	73^	386^	386^	438^	250^	61^	LT	615^	428^
FACE THE NATION																															
	SUN.	10.30A	30	CBS CC		112	116		A	3.5	11	306	1258	622	301^	641	156^	219^	291^	240^	331^	588	124^	241^	287^	248^	265^	29^	LT	LT	LT
						82	83		B	2.8	9	245	1156	524	220	563	118	175	204	209	352	534	175	278	279	196	228	46	LT	LT	LT
FLINTSTONE KIDS 1																															
	SAT.	9.00A	30	ABC CA		12	205	205	A	3.5	14	306	1699	386^	131^	464	151^	294^	209^	267^	150^	314^	177^	194^	167^	17^	120^	143^	94^	778	598
						99	99		B	4.4	19	385	1593	299	134	351	185	250	182	126	86	170	70	119	94	57	49	147	99	925	591
FLINTSTONE KIDS 2																															
	SAT.	9.30A	30	ABC CA		12	205	205	A	4.0	15	350	1791	397^	97^	446	153^	264^	191^	225^	163^	303^	102^	172^	147^	70^	131^	165^	122^	877	651
						99	99		B	4.8	19	420	1669	313	128	352	183	253	200	135	77	204	94	152	113	73	52	149	86	964	634
FOOFUR																															
2	SAT.	11.00A	30	NBC CA		6	199		A	7.3	24	638	2064	472	78^	472	361^	441	235^	111^	31^	151^	107^	151^	124^	44^	LT	189^	73^	1252	571
						98			B	6.4	22	559	1996	431	134	471	338	392	215	99	70	300	156	228	148	110	52	220	100	1005	536
FOOFUR(B)																															
1	SAT.	11.00A	30	NBC CA		167	79		A	4.7	15	411	1713	346^	168^	382^	151^	226^	161^	128^	156^	202^	144^	144^	88^	58^	58^	153^	124^	976	508^

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																	
GALAXY HIGH SCHOOL						5	187						A	5.1	16	446	1567	187	187	202	140	177	177	62	25	102	102	102	LT	LT	LT	121	60
1 SAT. 11.00A 30 CBS CA						94		B	5.1	17	446	1487	231	82	265	93	164	122	104	79	185	119	169	128	50	16	185	67			1142	587	
GALAXY HIGH-(B)						161		A	3.4	11	297	2061	125	51	277	75	75	51	202	151	404	383	404	404	21	LT	707	268			673	333	
2 SAT. 11.00A 30 CBS CA						77																											
GUMMI BEARS						12	196	202				A	4.3	22	376	1822	303	75	380	196	235	84	119	145	204	144	144	53	LT	60	154	50	
SAT. 8.30A 30 NBC CA						98	99	B	4.4	22	385	1594	297	114	331	180	239	145	119	73	196	118	156	91	60	30	135	47			1084	564	
IN THE NEWS-11:56A.M.(B)						142		A	3.3	10	288	1708	289	87	372	132	205	100	167	140	340	195	195	195	145	145	325	173			671	288	
2 SAT. 11.56A 3 CBS CN						68																											
IN THE NEWS-12:26P.(B)						121		A	1.9	6	166	1922	331	157	331	LT	173	173	331	158	LT	LT	LT	LT	LT	LT	LT	LT	LT	302	LT	1289	453
1 SAT. 12.26P 3 CBS CN						63																											
IN THE NEWS-11:56A.M.(B)						152		A	3.4	11	297	1337	216	112	216	LT	105	105	216	111	117	117	117	LT	LT	LT	LT	LT	266	47		738	358
1 SAT. 11.56A 3 CBS CN						74																											
IT'S PUNKY BREWSTER						6	199	A	6.2	19	542	1858	479	94	479	297	377	234	182	47	155	84	155	134	71	LT	177	66			1047	445	
2 SAT. 11.30A 30 NBC CA						98		B	6.0	20	524	1904	372	138	405	255	308	209	112	80	287	137	209	126	97	70	228	100			984	527	
IT'S PUNKY BREWSTER(B)						150		A	4.3	14	376	1582	206	168	291	117	167	167	91	124	129	44	106	62	85	23	50	50			1112	585	
1 SAT. 11.30A 30 NBC CA						75																											
KIDD VIDEO						11	141	A	3.0	9	262	1156	226	85	367	103	226	206	123	141	156	156	156	156	LT	LT	95	95			538	LT	
2 SAT. 12.30P 30 NBC CA						78		B	3.1	10	271	1505	360	132	408	180	285	178	150	114	279	159	196	112	37	83	181	120			1052	417	
KISSYFUR						12	200	A	3.3	21	288	1806	267	34	381	188	223	35	110	158	273	128	214	158	114	47	157	52			1006	645	
SAT. 8.00A 30 NBC CA						98	99	B	3.2	21	280	1779	284	59	343	206	244	128	104	87													
LAZER TAG ACADEMY						11	161	A	4.6	14	402	1552	229	55	309	68	229	217	161	80	79	79	79	79	LT	LT	444	201			720	353	
2 SAT. 12.00N 30 NBC CA						85		B	4.4	15	385	1675	368	147	394	219	298	233	116	82	266	159	216	149	97	50	245	111			770	438	
LITTLES						11	141	A	4.0	12	350	2074	362	149	385	165	280	302	220	83	355	268	303	251	35	52	223	59			1111	385	
SAT. 12.30P 30 ABC CA						72		B	3.1	10	271	1792	365	142	443	244	305	275	152	100	315	140	238	215	131	66	208	113			826	410	
MAZDA CHAMPIONS GOLF-SAT(S)						148		A	2.1	6	184	1049	228	LT	365	LT	LT	LT	201	359	511	137	212	140	102	294	102	LT			71	LT	
2 SAT. 2.00P 120 ABC SE						80		A	2.2	6	192	1302	136	LT	240	LT	LT	LT	157	240	641	375	458	312	83	183	250	LT			171	LT	
2.00 - 2.30								A	1.9	5	166	898	205	LT	355	LT	LT	LT	229	355	435	91	169	78	78	266	LT	LT			108	LT	
2.30 - 3.00								A	2.2	6	192	792	266	LT	396	LT	LT	LT	187	396	396	LT	78	78	78	318	LT	LT			LT	LT	
3.00 - 3.30								A	2.2	6	192	1115	297	LT	432	LT	LT	LT	219	411	541	67	124	73	156	401	142	LT			LT	LT	
3.30 - 4.00																																	
MAZDA CHAMPIONS GOLF-SUN(S)						152		A	2.0	5	175	1394	651	428	725	120	218	377	406	314	610	142	251	137	194	359	41	LT			LT	LT	
2 SUN. 2.30P 150 ABC SE						81		A	2.0	5	175	1063	417	383	497	52	109	303	366	194	389	46	127	81	144	262	108	74			69	LT	
2.30 - 3.00								A	1.8	4	157	1191	574	427	625	51	166	376	452	249	496	108	152	102	133	344	38	LT			32	LT	
3.00 - 3.30								A	2.1	5	184	1272	621	457	680	109	207	380	423	284	554	86	173	120	185	381	38	LT			LT	LT	
3.30 - 4.00								A	2.2	5	192	1443	692	416	723	140	218	359	354	333	720	198	334	166	241	386	LT	LT			LT	LT	
4.00 - 4.30								A	2.2	5	192	1729	833	401	953	234	348	406	360	427	776	244	401	183	220	375	LT	LT			LT	LT	
4.30 - 5.00																																	
MEET THE PRESS						11	142	A	2.8	9	245	1159	400	171	420	122	163	175	115	196	599	32	236	338	376	261	LT	LT			127	106	
SUN. 12.00N 30 NBC CC						88		B	2.5	8	219	1280	497	159	534	132	192	227	194	279	622	142	311	317	297	265	40	LT			84	60	
MUPPET BABIES						12	205	A	5.0	20	437	1638	304	142	404	226	340	244	114	64	187	77	118	79	41	69	186	50			861	442	
SAT. 9.00A 60 CBS CA						98	96	B	4.5	19	393	1819	296	163	379	197	286	213	133	82	186	86	135	105	71	48	167	51			1087	627	
CONT'D																																	
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																																	

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																													
MUPPET BABIES-CONT'D																													
9.00 - 9.30																													
9.30 - 10.00																													
NBC COLLEGE BSKBL SAT 1 185																													
1 SAT. 3.59P 102 NBC SE 92																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
NFL '86-NBC 12 191 190																													
SUN. 12.30P 30 NBC SC 98 98																													
NFL FOOTBALL GAME 1-NBC 12 195 206																													
SUN. 1.00P 196 NBC SE 82 99																													
1.00 - 1.30																													
1.30 - 2.00																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
4.00 - 4.30																													
NFL FOOTBALL GAME 2-NBC 6 207																													
A 16.4 33 1433																													
1409 377 121^																													
368 99^ 157^179^ 182^186^																													
881 279 500 530 438 278																													
69^ 6^ 71^ 46^																													
1 SUN. 4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
6.00 - 6.30																													
6.30 - 7.00																													
7.00 - 7.30																													
NFL FOOTBALL POST-NBC 5 156 79																													
2 SUN. 4.16P 15 NBC SC																													
NFL '86 NBC-SAT(S) 202																													
1 SAT. 12.00N 30 NBC SC 98																													
NFL FOOTBALL GAME-NBC-SAT(S) 206																													
1 SAT. 12.30P 209 NBC SE 98																													
12.30 - 1.00																													
1.00 - 1.30																													
1.30 - 2.00																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
NFL '86 NBC-SAT(S) 204																													
2 SAT. 3.30P 30 NBC SC 98																													
NFL FOOTBALL GAME-NBC-SA(S) 213																													
2 SAT. 4.00P 211 NBC SE 99																													
CONT'D																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A=CURRENT REPORT B=SEASON AVERAGE





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. DEC. 8, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,510 16.6				30,850 35.3							
	ABC TV								MACGYVER (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)						10,580 12.1	11.5*		12.7*	15,210 17.4	16.6*		19.5*		20.0*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 11.3	18 *		19 *	28 15.7	24 *		28 *		29 *	17.7	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,700 21.4		17,570 20.1		18,700 21.4		15,990 18.3		18,350 21.0			
	CBS TV							KATE & ALLIE	MY SISTER SAM (SUS-SD)		NEWHART		CAVANAUGHS (SD)			CAGNEY & LACEY		
	AVERAGE AUDIENCE (Households (000) & %)						16,080 18.4		15,910 18.2		16,610 19.0		14,330 16.4		14,330 16.4		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 18.1		27 18.1		28 18.7		24 19.3		26 16.8		25 *	16.7*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,820 18.1		15,380 17.6		24,380 27.9							
	NBC TV							LF	AMAZING STORIES (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						13,900 15.9		13,630 15.6		18,270 20.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 15.6		23 16.3		32 19.7		29 *		30 *		33 *	21.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,240 14.0				19,140 21.9							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14.0 22	13.4*		14.7*	21.9 36	19.8*		22.8*		24.4*		21.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 13.2	21 *		23 *	30 *	30 *		34 *		37 *		34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,180 20.8		16,260 18.6		19,930 22.8		17,130 19.6		17,130 19.6			
	CBS TV							KATE & ALLIE	MY SISTER SAM (SD)		NEWHART		CAVANAUGHS (SD)			CAGNEY & LACEY		
	AVERAGE AUDIENCE (Households (000) & %)						15,820 18.1		14,770 16.9		17,920 20.5		15,560 17.8		13,460 15.4		15.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 17.4		25 18.8		30 19.7		26 21.3		25 18.3		25 *	14.9*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,360 23.3				21,760 24.9							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,950 17.1				14,510 16.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.7	16.6*		17.6*	26 16.0	23 *		25 *		16.9	16.7	16.8*
TV HOUSEHOLDS USING TV		WK. 1	61.6	62.7	63.8	65.1	66.6	67.4	67.2	67.8	68.4	69.1	68.9	68.1	65.8	64.8	62.3	58.8
(See Def. 1)		WK. 2	58.7	60.4	61.6	62.8	65.4	66.9	66.6	67.4	67.9	68.2	67.6	66.8	63.8	62.1	59.6	57.8

For explanation of symbols, See page A

EVE. MON. DEC. 15, 1986



EVE. TUE. DEC. 9, 1986

TOTAL AUDIENCE ESTIMATES																		EVE. TUE.		DEC. 9, 1986	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,320 22.1	18,180 20.8		22,290 25.5				15,120 17.3							
	ABC TV						WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (R)(SD)				JACK & MIKE						
	AVERAGE AUDIENCE (Households (000) & %)						17,040 19.5	17,130 19.6		17,310 19.8		20.2* 30		11,620 13.3		13.8* 23					
	SHARE OF AUDIENCE %						30	29		30		30 *		29 *		23 *					
	AVG. AUD. BY ¼ HR. %						18.7	20.3		19.3		19.8		20.2		20.1					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,050 21.8	28,750 32.9													
	CBS TV						RUDOLPH-RED-NOSE-REINDEER (R)(SD)				CIRCUS OF THE STARS (SD)										
	AVERAGE AUDIENCE (Households (000) & %)						15,120 17.3	16.8* 25 *		17.8* 26 *		16,520 18.9		19.4* 29 *		19.7* 30 *					
	SHARE OF AUDIENCE %						26	17.1		17.6		18.1		18.8		20.1					
	AVG. AUD. BY ¼ HR. %						16.6	17.1		17.6		18.1		18.8		20.1					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,050 21.8	15,730 18.0				15,560 17.8									
	NBC TV						MATLOCK (SD)		HILL STREET BLUES				1986								
	AVERAGE AUDIENCE (Households (000) & %)						15,640 17.9	17.2* 26 *		18.5* 27 *		11,970 13.7		13.5* 20 *		13.9* 21 *					
	SHARE OF AUDIENCE %						27	17.7		19.0		15.4		15.8		13.8					
	AVG. AUD. BY ¼ HR. %						18.7	17.7		19.0		15.4		15.8		13.8					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,750 26.0	27,050 31.0				17,550 20.3									
	ABC TV						WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)				JACK & MIKE (R)						
	AVERAGE AUDIENCE (Households (000) & %)						19,930 22.8	21,060 24.1		22,810 26.1		25.9* 39		12,500 14.3		15.5* 25 *					
	SHARE OF AUDIENCE %						35	36		39		38 *		39 *		24					
	AVG. AUD. BY ¼ HR. %						21.4	24.1		24.6		25.2		26.7		26.6					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,410 14.2	18,350 21.0													
	CBS TV						WIZARD (SD)				CBS TUESDAY MOVIE IZZY & MOE (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)						9,440 10.8	10.4* 16 *		11.2* 17 *		10,660 12.2		11.8* 17 *		11.8* 18 *					
	SHARE OF AUDIENCE %						16	16 *		17 *		19		17 *		18 *					
	AVG. AUD. BY ¼ HR. %						10.4	10.5		11.0		11.5		12.0		11.7					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,390 19.9	22,900 26.2													
	NBC TV						MATLOCK (R)(SD)				MOVIE OF THE WEEK-TUESDAY A YEAR IN THE LIFE, PART 2 (SD)										
	AVERAGE AUDIENCE (Households (000) & %)						13,460 15.4	14.6* 23		16.3* 24 *		14,860 17.0		15.1* 22 *		16.4* 25 *					
	SHARE OF AUDIENCE %						23	23 *		24 *		27		22 *		25 *					
	AVG. AUD. BY ¼ HR. %						14.2	15.0		15.8		16.7		15.1		15.1					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.3	61.7	62.6	63.6	65.5	66.6	67.1	67.5	66.3	66.8	66.4	66.0	61.5	58.5	56.4	54.8			
		WK. 2	57.7	59.0	60.1	61.3	63.0	65.5	66.4	68.0	67.6	67.3	66.9	66.9	63.4	61.3	58.5	56.2			

**U.S. TV Households: 87,400,000**

For explanation of symbols, See page A.

EVE.TUE. DEC.16, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. DEC.10, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,520 18.9		16,170 18.5		17,830 20.4				16,340 18.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,070 16.1		14,600 16.7		15,030 17.2				13,370 15.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 15.8		26 16.4		27 16.8				26 16.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3				18,090 20.7				17,650 20.2			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,100 12.7				14,680 16.8				14,330 16.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 12.1		20* 12.9		26 15.5				27 16.8			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					18,440 21.1				13,720 15.7		12,500 14.3		15,820 18.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.0				11,970 13.7		11,620 13.3		12,850 14.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 16.1		26* 16.3		21 13.7		21 13.3		25 14.7			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					15,910 18.2		16,880 17.9		17,880 19.9				16,320 18.6			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,720 15.7		13,720 15.7		14,600 16.7				13,370 15.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 15.4		24 15.6		25 16.0				25 15.7			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					15,820 18.1		14,510 16.6		20,980 24.0				17,390 19.9			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,720 15.7		13,370 15.3		17,040 19.5				13,460 15.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 15.7		23 15.7		29 18.9				25 15.3			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					20,890 23.9				21,760 24.9							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,690 19.1				14,950 17.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 17.6		29* 18.8		30* 19.9				25* 18.2			
TV HOUSEHOLDS USING TV WK. 1		60.7	61.5	62.6	63.0	63.3	63.7	64.2	64.6	63.9	64.0	64.0	63.9	61.6	60.3	59.4	57.5
(See Def. 1) WK. 2		59.2	60.1	60.6	61.7	63.0	64.7	65.4	66.0	66.2	66.6	67.3	66.9	63.4	62.1	61.1	57.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. DEC.17, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. DEC.11, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					8,650 9.9					13,020 14.9			15,120 17.3			
	ABC TV					OUR WORLD				COLBY'S (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					5,160 5.9	5.5*			10,310 11.8	10.7*			11,450 13.1	13.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					9 5.9	8* 5.0			18 10.0	16* 11.4			21 13.1	21* 13.4		
E	TOTAL AUDIENCE (Households (000) & %)					10,050 11.5			14,510 16.6			10,840 12.4			18,000 20.6		
	CBS TV					TWILIGHT ZONE		SIMON & SIMON (SD)		DESIGNING WOMEN (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					8,480 9.7			10,230 11.7			9,530 10.9			15,120 17.3	17.0*	17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 9.9	18 9.4			16* 10.3	19* 12.8			28 16.4	27* 17.5		
K	TOTAL AUDIENCE (Households (000) & %)					35,570 40.7			32,430 37.1			26,920 30.8			26,570 30.4		
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)					31,900 36.5			29,450 33.7			24,560 28.1			24,210 27.7	17,390 19.9	19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					55 36.0	51 36.0			47 33.4	41 28.8			32 22.7	39* 20.5*		
1	TOTAL AUDIENCE (Households (000) & %)					8,480 8.0			10,230 11.7			9,530 10.9			15,120 17.3	17.0*	17.7*
	ABC TV					OUR WORLD				COLBY'S (SD)				20/20 SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)					4,200 4.8	4.8*			9,440 10.8	10.0*			10,230 11.7	11.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					7 5.3	7* 4.3			17 9.8	15* 10.2			19 11.6	19* 12.1		
W	TOTAL AUDIENCE (Households (000) & %)					9,350 10.7			13,550 15.5			9,790 11.2			16,960 19.4		
	CBS TV					TWILIGHT ZONE		SIMON & SIMON (SD)		DESIGNING WOMEN (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3	11.5			10,050 11.8	10.7*			8,390 9.6	16.9	16.4*	17.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 9.6	18 9.0			15 10.3	19* 11.0			15 9.3	28 17.2	26* 17.1	29* 17.5
E	TOTAL AUDIENCE (Households (000) & %)					33,560 38.4			31,550 36.1			27,440 31.4			26,220 30.0		
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)					30,680 35.1			28,930 33.1			24,820 28.4			23,860 27.3	16,430 18.8	19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					54 33.9	50 36.4			43 33.3	42 32.8			42 28.0	31 26.5	32* 20.8	30* 18.0
2	TOTAL AUDIENCE (Households (000) & %)					33,560 38.4			31,550 36.1			27,440 31.4			26,220 30.0		
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)					30,680 35.1			28,930 33.1			24,820 28.4			23,860 27.3	16,430 18.8	19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					54 33.9	50 36.4			43 33.3	42 32.8			42 28.0	31 26.5	32* 20.8	30* 18.0
TV HOUSEHOLDS USING TV		WK. 1	58.9	59.9	60.8	62.3	65.2	66.4	65.4	66.5	66.8	67.2	67.0	67.2	64.2	63.3	62.3
(See Def. 1)		WK. 2	59.3	59.8	60.2	61.7	65.3	65.8	65.4	65.7	65.4	65.3	65.1	64.6	62.4	62.2	60.2
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

EVE.THU. DEC.18, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 12, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,670 14.5	WEBSTER		11,620 13.3	MR. BELVEDERE (SD)		8,650 9.9	DADS		7,430 8.5	GUNGHO (SD)		12,320 14.1	STARMAN			
11,190			10,310			7,430			6,470			9,530				
12.8			11.8			8.5			7.4			10.9	10.7*		11.2*	
22			19			14			12			19	18 *		20 *	
12.2	13.4		11.8	11.8		8.7	8.3		7.4	7.5		10.5	11.0	11.2	11.2	

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,610 19.0	CHARLIE BROWN'S CHRISTMAS (R)(SUS-SD)		17,570 20.1	FROSTY THE SNOWMAN (R)		21,850 25.0	DALLAS (SD)		16,960 19.4	FALCON CREST						
14,420			16,170			18,180			14,510							
16.5			18.5			20.8	20.6*		21.0*	16.6	16.8*				16.5*	
28			30			33	33 *		34 *	29	29 *				29 *	
16.1	16.9		17.5	19.4		20.5	20.7	21.0	20.9	16.9	16.6	16.8	16.3			

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

13,630 15.6	A TEAM (SD)		18,000 20.6	MIAMI VICE (SD)		15,730 18.0	CRIME STORY									
9,960			14,600			12,240										
11.4	10.8*		12.0*	16.7	16.0*	17.4*	14.0	14.3*							13.7*	
19	18 *		20 *	27	26 *	28 *	24	24 *							24 *	
10.8	11.0	11.9	12.0	15.2	16.7	17.8	18.3	18.5	13.7							

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

13,200 15.1	13.5*		14.4*		15.4*		15.0*		16.3*		16.1*					
25	24 *		25 *		25 *		24 *		27 *		27 *					
12.8	14.1	14.0	14.7	15.2	15.6	14.2	15.8	16.6	16.0	16.1	16.2					

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

18,700 21.4	SCARECROW & MRS. KING (SUS-SD)		22,900 26.2	DALLAS (SD)		20,710 23.7	FALCON CREST									
14,160			18,620			16,690										
16.2	14.9*		17.6*	21.3	20.6*	22.0*	19.1	18.8*							19.3*	
27	25 *		29 *	35	34 *	35 *	32	31 *							33 *	
14.3	15.4	16.8	18.3	20.0	21.2	22.4	21.6	18.9	18.8	19.5	19.0					

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,890 13.6	14.7*		13.8*		13.8*		13.3*		13.3*		12.6*					
23	25 *		23 *		23 *		21 *		22 *		22 *					
14.8	14.5	14.1	13.6	14.2	13.5	13.4	13.2	13.5	13.2	12.9	12.2					

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	54.9	56.5	56.0	56.2	58.2	59.7	60.5	62.0	61.7	62.4	62.1	62.2	59.0	58.0	57.6	56.3
WK. 2	54.3	55.3	55.9	57.1	59.2	59.9	59.8	60.3	60.9	61.6	62.2	62.2	61.3	60.3	59.1	57.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. FRI. DEC. 19, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 13, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)						9,880 11.3		8,220 9.4		7,250 8.3				10,930 12.5			
	ABC TV						SIDEKICKS		SLEDGE HAMMER (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE			
	AVERAGE AUDIENCE (Households (000) & %)						8,220 9.4		7,170 8.2		5,160 5.9				8,570 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 9.5		14 8.2		10 5.5		5.4* 9 *		6.3* 11 *		9.3* 16 *	10.2* 18 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,360 13.0				13,460 15.4							
	CBS TV						CBS NFL FTBL GAME (SAT) WASHINGTON VS DENVER (A:00-7:29PM)		DOWNTOWN (SD)						CBS SATURDAY MOVIE THE WILD WILD WEST REVISITED (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)						8,390 9.6				7,340 8.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 9.4	9.5*		9.8* 17 *	14 7.8	7.9* 13 *		8.5* 14 *		8.6* 15 *		8.5* 15 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)						16,260 18.6		17,220 19.7		23,070 26.4		18,270 20.9		18,090 20.7			
	NBC TV						FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN		HUNTER			
	AVERAGE AUDIENCE (Households (000) & %)						13,720 15.7		15,470 17.7		20,980 24.0		16,610 19.0		14,770 16.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 14.8		30 17.1		40 22.2		32 18.0		30 17.0		16.8* 29 *	17.0* 30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,540 13.2				14,250 16.3							
	CBS TV						DOWNTOWN (SD)								CBS SATURDAY MOVIE A GOOD SPORT (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)						8,480 9.7				7,520 8.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 9.4	9.4*		9.9* 17 *	15 8.0	7.7* 14 *		8.0* 14 *		9.2* 16 *		9.4* 17 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)						18,700 21.4				23,250 26.6		19,750 22.6		16,960 19.4			
	NBC TV						NFL FOOTBALL GAME- NBC-SA DENVER VS SEATTLE (A:00-7:31PM)		CHRISTMAS SNOW (SD)		GOLDEN GIRLS		AMEN (SD)		CHRISTMAS IN WASHINGTON			
	AVERAGE AUDIENCE (Households (000) & %)						13,370 15.3				20,800 23.8		17,220 19.7		12,240 14.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 14.1	14.2* 26 *		16.5* 29 *	42 23.3	35 24.2	19.9	19.5	15.2	14.5* 26 *		13.3
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	56.4	56.3	56.4	56.9	57.5	58.1	58.6	59.2	60.1	60.2	58.8	58.5	57.4	57.2	56.7
			WK. 2	53.2	53.6	53.9	54.2	54.5	54.9	56.3	57.5	56.6	57.0	56.0	56.2	55.7	56.0	55.5
U.S. TV Households:			87,400,000															
			For explanation of symbols, See page A.															
			EVE SAT DEC. 20, 1986															

For explanation of symbols, See page A.

EVE. SAT. DEC. 20, 1986

EVE.SAT. DEC.13, 1986

		TIME																
		12:00	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,270 2.6																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,100																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 2.4 7 2.4																
	TOTAL AUDIENCE (Households (000) & %)	{																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,060 13.8																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,900																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 7.9 24 9.2																
	TOTAL AUDIENCE (Households (000) & %)	{ 7.9 24 9.2																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 2,880 3.3 12 3.3																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,880																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 3.3 12 3.3																
	TOTAL AUDIENCE (Households (000) & %)	{																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 13,370 15.3																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,690																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 8.8 25 10.5																
	TOTAL AUDIENCE (Households (000) & %)	{ 8.8 25 10.5																

		SATURDAY NIGHT (11:30-12:00AM) (SUSTAINING 12:50-1:00AM)													
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9	8.9*	7.9*	6.4*										
		24	23	24	24										
		9.2	8.5	8.3	7.5	6.5	6.1								
		7.9</													

For explanation of symbols, See page A.

EVE.SAT. DEC.20, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. DEC.14, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
		EVE. SUN. DEC. 14, 1986																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 21,060 24.1																
	ABC TV	DISNEY SUNDAY MOVIE THE CHRISTMAS STAR (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,850 14.7 12.4* 14.4* 15.4* 20,280 22 20* 22* 23* 35 21.8* 23.4* 23.9* 23.6*																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 11.3 13.5 14.0 14.7 15.1 15.6 16.3 16.7 20.8 22.9 23.3 23.5 23.9 24.0 24.3 23.0																
E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 25,260 28.9																
	CBS TV	60 MINUTES																
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,320 22.1 21.1* 23.0* 21,150 35 34* 36* 36 35* 25.0* 17,040 20.0 22.3 22.7 23.2 23.0 23.8 24.9 25.0 20.9 19.9 19.2 18.8 19.2 19.2 19.3 19.7																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 20.0 22.3 22.7 23.2 23.0 23.8 24.9 25.0 20.9 19.9 19.2 18.8 19.2 19.2 19.3 19.7																
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,990 18.3																
	NBC TV	OUR HOUSE (7:21-8:21PM) (OP)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,010 12.6 12.3* 10,140 19.9 11.8 11.6 11.710 20.0 22.3 22.7 23.2 23.0 23.8 24.9 25.0 20.9 19.9 19.2 18.8 19.2 19.2 19.3 19.7																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 20.0 22.3 22.7 23.2 23.0 23.8 24.9 25.0 20.9 19.9 19.2 18.8 19.2 19.2 19.3 19.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,130 19.6																
	ABC TV	DISNEY SUNDAY MOVIE THE GIRL WHO SWAPPED FREEDOM (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,180 10.5 8.7* 9.8* 11.3* 12.0* 10,930 17 15* 16* 18* 18* 20 10.3* 12.0* 13.7* 14.1* 8.6 8.9 9.4 10.2 10.8 11.7 12.5 11.6 10.0 10.6 11.5 12.5 12.5 13.6 14.2 14.0																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 8.6 8.9 9.4 10.2 10.8 11.7 12.5 11.6 10.0 10.6 11.5 12.5 12.5 13.6 14.2 14.0																
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 28,490 32.6																
	CBS TV	60 MINUTES (7:24-8:24PM) (OP)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 20,980 24.0 23.0* 18,790 39 38* 33 20.9* 19.9 18.5 21.2 22.2 23.9 25.7 21.6 20.6 21.3 22.4 18.0 18.0 18.9 19.8 20.0 20.3 20.6																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 18.5 21.2 22.2 23.9 25.7 21.6 20.6 21.3 22.4 18.0 18.0 18.9 19.8 20.0 20.3 20.6																
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,490 22.3																
	NBC TV	CBS SUNDAY MOVIE THE CHRISTMAS GIFT (9:24-11:24PM) (OP)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,050 11.5 9.6* 11.4* 11.5* 13.7* 17,830 18 16* 19* 18* 21* 31 20.4 19.9* 20.9* 13.7 14.6* 12.8* 9.2 10.0 11.4 11.4 11.4 11.6 13.1 14.3 19.0 20.7 21.5 20.3 20.3 15.4 13.8 13.3 12.9																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	% 9.2 10.0 11.4 11.4 11.4 11.6 13.1 14.3 19.0 20.7 21.5 20.3 20.3 15.4 13.8 13.3 12.9																
TV HOUSEHOLDS USING TV		WK. 1	61.0	63.0	64.1	65.3	66.5	67.1	68.4	68.9	68.5	68.5	68.6	68.1	67.6	66.9	65.8	63.2
(See Def. 1)		WK. 2	59.3	60.6	60.9	61.9	62.5	64.5	65.2	66.2	66.0	66.1	66.5	65.5	63.4	62.2	60.9	58.6
For explanation of symbols, See page A.																		

U.S. TV Households: 87,400,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, (MULTI-SEGMENT TELECAST)

A-17 (2) CBS NFL FOOTBALL GAME 2, CHICAGO VS DALLAS, CBS, (4:24-7:24PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.21, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. DEC.14, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
TV HOUSEHOLDS USING TV		WK. 1	53.9	45.4	36.8	32.7	27.5	23.8	20.6	17.1	14.9	13.7	12.1	10.6	9.4	8.5	7.4
(See Def. 1)		WK. 2	53.6	48.7	40.8	35.8	30.0	26.0	22.4	19.8	16.8	15.1	13.5	12.4	10.8	9.8	8.7

U.S. TV Households: 87,400,000  
 (1) CBS SUNDAY MOVIE, THE CHRISTMAS GIFT, CBS, (9:24-11:24PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.21, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 8-12, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

5,070 5.8	GOOD MORNING, AMERICA-730 (CO-OP)		5.070 5.8	(PARTICIPATING)(OP) (M-F)		4,980 5.7	GOOD MORNING, AMERICA-830 (CO-OP)		4,980 5.7	(PARTICIPATING) (TU-F)(OP)(SUS-OP)		(SUS-OP)			
4,020 4.6			4,020 4.6			4,280 4.9			4,280 4.9						
22 4.4			22 4.4			22 4.9			22 4.9						

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

2,620 3.0	CBS MORNING NEWS 1 (MTHF)>(OP)		2,620 3.0			3,060 3.5	CBS MORNING NEWS 2 (TU-F)(OP)(SUS-OP)>		3,060 3.5	(SUS-OP)		3,850 4.4	\$25,000 PYRAMID (M-F)(SUS-OP)		3,320 3.8	NEW CARD SHARKS (MTHF)>(SUS-OP)	
2,270 2.6			2,270 2.6			2,360 2.7			2,360 2.7			3,060 3.5			2,970 3.4		
13 2.8			13 2.8			12 2.8			12 2.8			15 3.4			15 3.4		

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

5,420 6.2	TODAY SHOW-7.30AM (CO-OP)		5,420 6.2	(PARTICIPATING) (MTHF)(OP)		5,160 5.9	TODAY SHOW-8.30AM (CO-OP)		5,160 5.9	(PARTICIPATING) (TU-F)>(OP)(SUS-OP)		(SUS-OP)				3,580 4.1	FAMILY TIES M-F (M-F)(SUS-OP)		3,670 4.2	SALE OF THE CENTURY (MTHF)>(SUS-OP)	
4,280 4.9			4,280 4.9			4,200 4.8			4,200 4.8							2,880 3.7			3,150 3.6		
24 4.6			24 4.6			22 4.8			22 4.8							14 3.7			16 3.6		

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

4,780 5.4	GOOD MORNING, AMERICA-730 (CO-OP)		4,780 5.4	(PARTICIPATING) (MTHF)(OP)		4,980 5.1	GOOD MORNING, AMERICA-830 (CO-OP)		4,980 5.1	(PARTICIPATING) (OP)											
3,760 4.3			3,760 4.3			3,930 4.5			3,930 4.5												
21 4.2			21 4.2			21 4.5			21 4.5												

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

3,060 3.5	CBS MORNING NEWS 1		3,060 3.5			3,150 3.6	CBS MORNING NEWS 2		3,150 3.6			3,580 4.1	\$25,000 PYRAMID		3,760 4.3	NEW CARD SHARKS	
2,450 2.8			2,450 2.8			2,450 2.8			2,450 2.8			3,060 3.5			3,230 3.7		
14 2.9			14 2.9			13 2.8			13 2.8			16 3.4			17 3.5		

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

5,510 6.3	TODAY SHOW-7.30AM (CO-OP)		5,510 6.3	(PARTICIPATING)		5,680 6.5	TODAY SHOW-8.30AM (CO-OP)		5,680 6.5	(PARTICIPATING)		3,760 4.3	FAMILY TIES M-F		4,020 4.6	SALE OF THE CENTURY	
4,280 4.9			4,280 4.9			4,540 5.2			4,540 5.2			3,060 3.5			3,410 3.9		
24 5.1			24 5.1			25 5.3			25 5.3			16 3.4			17 3.6		

TV HOUSEHOLDS USING TV	WK. 1	14.2	16.4	17.6	19.0	19.9	21.1	21.3	21.4	21.7	22.2	22.8	22.9	22.7	23.0	22.6	23.0
(See Def. 1)	WK. 2	13.3	15.6	17.0	18.3	19.4	20.7	20.8	20.9	21.0	21.8	22.6	22.8	22.5	22.6	22.2	22.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. DEC. 15-19, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 8-12, 1986

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		2,450 2.8	1,570 1.8	2,710 3.1	3,760 4.3	7,520 8.6						7,870 9.0			
	ABC TV		{		FAME, FORTUNE AND ROMANCE >(SUS-OP)	DOUBLE TALK	RYAN'S HOPE	LOVING					ALL MY CHILDREN			ONE LIFE TO LIVE (TU-F)(60)(SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)		{		2,100 2.4	1,310 1.5	2,270 2.6	3,230 3.7	5,590 6.4						6,030 6.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10 2.4	6 2.3	10 2.5	14 3.5	22 5.9	21* 6.1			23* 6.7		25 6.5	23* 6.6	26* 7.0	26* 7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		5,680 6.5	7,870 9.0		8,220 9.4			7,250 8.3						4,890 5.6	
	CBS TV		{		PRICE IS RIGHT 1 >(SUS-OP)	PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS >(SUS-OP)						CAPITOL (TU-F)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{		4,980 5.7	6,730 7.7		6,470 7.4	7.3*		5,680 6.5						4,200 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 5.4	32 5.9		28 7.3	28* 7.5		23 6.6		23* 6.5		23* 6.5	23* 6.5	17 4.9	17 4.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		5,510 6.3	4,020 4.6	2,970 3.4	2,270 2.6	7,520 8.6						5,590 6.4			
	NBC TV		{		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW			DAYS OF OUR LIVES					ANOTHER WORLD (TU-F)(60)(OP)(SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)		{		4,630 5.3	3,580 4.1	2,620 3.0	1,840 2.1	6,030 6.9						4,280 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23 5.2	17 3.9	12 2.9	8 2.1	24 6.5	24* 8.9			25* 7.2		18 4.9	17* 4.7	18* 5.0	18* 4.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		5,260 2.7	1,400 1.6	2,530 2.9	2,410 2.9	7,430 8.5						7,860 9.0			
	ABC TV		{		FAME, FORTUNE AND ROMANCE	DOUBLE TALK >(SUS-OP)	RYAN'S HOPE	LOVING			ALL MY CHILDREN					ONE LIFE TO LIVE (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		{		1,920 2.2	1,140 1.3	2,100 2.4	2,970 3.4	5,590 6.4						5,860 6.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10 2.2	6 2.1	9 2.4	13 3.5	23 5.7	21* 6.3			24* 6.8		24* 6.3	24* 6.7	25* 6.9	25* 7.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		6,210 7.1	7,690 8.8		8,300 9.5			7,080 8.1						4,630 5.3	
	CBS TV		{		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS >(SUS-OP)						CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)		{		5,330 6.1	6,640 7.6		6,290 7.2	7.1*		5,590 6.4						4,200 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 5.8	32 6.4		28 7.1	28* 7.0		23 6.4		22* 6.3		23* 6.4	23* 6.2	17 4.8	17 4.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		6,210 7.1	4,810 5.5	3,320 3.8	2,620 3.0	7,250 8.3						5,770 6.6			
	NBC TV		{		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW			DAYS OF OUR LIVES					ANOTHER WORLD (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		{		5,330 6.1	4,280 4.9	2,800 3.2	2,270 2.6	5,860 6.7						4,370 5.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 6.0	21 6.2	12 4.8	10 3.2	24 6.3	23* 6.6			25* 7.0		18 5.1	18* 4.6	19* 5.2	19* 5.1
TV HOUSEHOLDS USING TV		WK. 1	23.2	23.5	24.0	24.8	26.0	27.0	26.8	27.2	27.6	27.8	28.2	28.4	27.5	27.8	27.5	28.1
(See Def. 1)		WK. 2	22.8	23.3	23.6	24.3	26.1	26.7	26.2	26.7	27.2	27.7	27.8	27.9	27.1	27.6	27.3	27.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. DEC. 15-19, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.8-12, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE  
(Households (000) & %)

9,350  
10.7

ABC TV

GENERAL HOSPITAL  
(TU-F)(SUS-OP)

(SUS-OP)

10,840  
12.4

ABC WORLD NEWS  
TONIGHT

AVERAGE AUDIENCE  
(Households (000) & %)

7,250

SHARE OF AUDIENCE

8.3

8.1\*

8.5\*

AVG. AUD. BY 1/4 HR.

28

28 \*

27 \*

9,350

10.7

19

10.5

11.0

TOTAL AUDIENCE  
(Households (000) & %)

6,380

7.3

CBS TV

GUIDING LIGHT  
(TU-F)(60)(SUS-OP)

(SUS-OP)

12,940

14.8

CBS EVENING NEWS-  
RATNER

AVERAGE AUDIENCE  
(Households (000) & %)

5,070

SHARE OF AUDIENCE

5.8

5.8\*

5.9\*

AVG. AUD. BY 1/4 HR.

19

20 \*

19 \*

11,100

12.7

22

12.5

12.9

TOTAL AUDIENCE  
(Households (000) & %)

4,630

5.3

NBC TV

SANTA BARBARA  
(TU-F)(SUS-OP)

(SUS-OP)

12,060

13.8

NBC NIGHTLY NEWS

AVERAGE AUDIENCE  
(Households (000) & %)

3,580

SHARE OF AUDIENCE

4.1

3.9\*

4.2\*

AVG. AUD. BY 1/4 HR.

14

13 \*

14 \*

10,660

12.2

21

12.0

12.5

TOTAL AUDIENCE  
(Households (000) & %)

9,350

10.7

ABC TV

GENERAL HOSPITAL

(S)(OP)

10,840

12.4

ABC WORLD NEWS  
TONIGHT

AVERAGE AUDIENCE  
(Households (000) & %)

7,340

SHARE OF AUDIENCE

8.4

8.1\*

8.8\*

AVG. AUD. BY 1/4 HR.

28

28 \*

29 \*

9,440

10.8

20

10.6

11.1

TOTAL AUDIENCE  
(Households (000) & %)

6,380

7.3

CBS TV

GUIDING LIGHT  
(60)(SUS-OP)

(S)(OP)

11,890

13.6

CBS EVENING NEWS-  
RATNER

AVERAGE AUDIENCE  
(Households (000) & %)

5,070

SHARE OF AUDIENCE

5.8

5.8\*

5.9\*

AVG. AUD. BY 1/4 HR.

19

20 \*

19 \*

10,230

11.7

21

11.6

11.8

TOTAL AUDIENCE  
(Households (000) & %)

5,070

5.8

NBC TV

SANTA BARBARA

12,060

13.8

NBC NIGHTLY NEWS

AVERAGE AUDIENCE  
(Households (000) & %)

3,850

SHARE OF AUDIENCE

4.4

4.3\*

4.5\*

AVG. AUD. BY 1/4 HR.

15

15 \*

15 \*

10,660

12.2

22

11.9

12.4

TV HOUSEHOLDS USING TV WK. 1	28.9	29.9	31.3	32.4	33.4	35.9	37.7	39.8	42.7	45.6	47.4	49.8	52.8	55.8	57.2	58.4
(See Def. 1) WK. 2	29.0	30.3	31.4	32.4	32.4	35.1	37.1	39.3	42.0	44.5	46.6	49.0	51.8	54.3	55.6	57.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. DEC.15-19, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. DEC. 13, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,100 2.4		2,970 3.4		3,060 3.5		4,200 4.8		5,070 5.8		4,110 4.7	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,660 1.9		2,450 2.8		2,620 3.0		3,320 3.8		4,280 4.9		3,410 3.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 1.7		13 2.2		12 2.9		13 3.1		16 3.6		13 3.9	
K 1	TOTAL AUDIENCE (Households (000) & %)					2,710 3.1		3,580 4.1		7,600 8.7				6,640 7.6		8,380 7.3	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,190 2.5		3,150 3.6		5,160 5.9				5,330 6.1		5,510 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 2.2		17 2.8		22 5.3		22 * 5.9		21 * 6.1		21 6.3	
K 2	TOTAL AUDIENCE (Households (000) & %)					3,580 4.1		4,980 5.7		5,940 6.8		6,560 7.5		6,990 8.0		6,820 7.8	
	NBC TV					KI. YIFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					3,150 3.6		3,930 4.5		5,070 5.8		5,770 6.6		5,770 6.8		5,590 6.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 3.3		23 4.3		25 5.4		24 6.1		23 6.5		22 6.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,100 2.4		2,970 3.4		3,060 3.5		4,200 4.8		5,070 5.8		4,110 4.7	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.0		3,150 3.6		3,410 3.9		3,670 4.2		3,670 4.2		3,320 3.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 1.8		18 2.1		17 3.7		16 4.1		15 4.0		13 4.0	
K 2	TOTAL AUDIENCE (Households (000) & %)					1,920 2.2		2,100 2.4		5,510 6.3				6,290 7.2		5,860 6.7	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					1,840 2.1		1,840 2.1		3,580 4.1		3,6*		5,070 5.8		4,980 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 2.1		11 2.0		18 3.4		17 * 3.8		21 5.6		19 5.8	
K 2	TOTAL AUDIENCE (Households (000) & %)					3,410 3.9		4,370 5.0		4,980 5.7		6,470 7.4		8,130 9.3		7,520 8.6	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					2,620 3.0		3,500 4.0		4,280 4.9		5,590 6.4		6,640 7.6		6,560 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.5		20 3.5		22 4.5		25 5.3		26 6.1		25 7.5	

TV HOUSEHOLDS USING TV	WK. 1	8.1	9.9	12.0	14.6	17.9	19.9	21.9	24.0	25.3	27.6	28.9	30.6	30.7	31.1	30.5	29.9
(See Def. 1)	WK. 2	8.2	9.9	11.5	13.8	16.0	18.7	20.8	22.0	23.1	24.5	26.1	27.7	29.1	30.5	30.3	30.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. DEC. 20, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. DEC. 13, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TV HOUSEHOLDS USING TV WK. 1	30.2	31.0	30.4	30.1	30.1	30.1	30.8	32.3	32.1	32.6	33.8	33.8	34.2	33.4	33.5	34.2
(See Def. 1) WK. 2	30.6	31.5	31.9	32.4	32.1	32.3	32.8	33.5	33.1	33.8	34.2	34.1	35.2	35.4	36.0	36.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. DEC. 20, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. DEC. 13, 1986

TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

CHRYSLER GOLF INVIT.-SAT  
(2:30-4:30PM)

6,560  
7.5

ABC WIDE WORLD-SPORTS SAT

6,640

7.6  
ABC WRLD NEWS  
TONIGHT-SAT

1.1	1.0	1.2	1.4	1.6	1.5	3.0	3.4	3.8	3.6	4.0	4.4	5.420	6.2	11	6.3
1.1*	3*	1.3*	4*	1.5*	4*	3.7	8*	3.2*	8*	3.7*	4.2*	5,420	6.2	11	6.3
2.6	2.7	2.8	4.4	10.3	11.8	13.2	13.5	13.6	14.5	14.3	14.9	15.6	16.3	16.5	17.5

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

(1)  
(-OP)

NFL TODAY  
(SAT)  
(3:33-4:00PM)  
(OP)

CBS NFL FTBL GAME (SAT)  
WASHINGTON VS DENVER  
(4:00-7:25PM)

2.6	2.7	2.8	4.4	10.3	11.8	13.2	13.5	13.6	14.5	14.3	14.9	15.6	16.3	16.5	17.5
2.6*	8*	11	33	30*	34*	14.0*	34*	14.6*	33*	15.9*	33*	17.0*	32*	17.5	17.5
2.2	2.2	2.2	2.1	3.5	3.4	4.4	4.9	5.3	4.9	4.7	5.8	7.9	15	7.9	8.0

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

NFL FOOTBALL GAME-  
NBC-SAT  
PITTSBURGH VS N.Y. JETS  
(12:30-1:59PM)(-OP)

NBC COLLEGE BSKBL SAT  
DEPAUL VS LOUISVILLE  
(3:59-5:41PM)(OP)

14.1	13.0	13.3	7.1	5.6	4.9*	13*	3.7*	9*	4.1*	4.1*	10*	8,650	9.9	18	10.1
14.0*	41*	21	4.3	4.9*	13*	3.7*	9*	4.1*	4.1*	10*	10*	8,650	9.9	18	10.1
2.2	2.2	2.2	2.1	3.5	3.4	4.4	4.9	5.3	4.9	4.7	5.8	7.9	15	7.9	8.0

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

MAZDA CHAMPIONS GOLF-SAT  
(2:00-4:00PM)

ABC WIDE WORLD-SPORTS SAT

2.2	2.2	2.2	2.1	3.5	3.4	4.4	4.9	5.3	4.9	4.7	5.8	7.9	15	7.9	8.0
2.2*	6*	6*	11	9*	11*	5.1*	12*	5.2*	11*	11*	11*	6,900	7.9	15	8.0
2.2	2.2	2.2	2.1	3.5	3.4	4.4	4.9	5.3	4.9	4.7	5.8	7.9	15	7.9	8.0

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

CBS NFL FOOTBALL  
GAME-SAT  
GREEN BAY VS N.Y. GIANTS  
(12:30-1:53PM)(-OP)

CBS NCAA BASKETBALL-SAT  
ILLINOIS VS NORTH CAROLINA  
(4:05-6:03PM)(OP)

13.9	14.3	14.4	10.7	7.6	6.5	6.1	4.6	4.4	4.3	4.6	4.9	5.3	7.8	8.8	8.8
14.1*	39*	27	13	18*	13*	10*	11*	4.3*	4.7*	4.7*	4.7*	7,250	8.3	16	8.8
2.2	2.2	2.2	2.1	3.5	3.4	4.4	4.9	5.3	4.9	4.7	5.8	7.9	15	7.9	8.0

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

NFL '86 NBC-SAT.

NFL FOOTBALL GAME-NBC-SAT  
DENVER VS SEATTLE  
(4:00-7:31PM)

3.6	13.9	10.4*	12.8*	14.0*	14.3*	15.0*	15.7*	15.7*	15.7*	15.7*	15.7*	15.7*	15.7*	15.7*	15.7*
10	31	27*	32*	34*	33*	31*	31*	31*	31*	31*	31*	31*	31*	31*	31*
2.9	4.3	9.1	11.7	12.3	13.3	13.8	14.1	14.8	13.8	15.1	15.0	15.5	15.8	15.8	15.8

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	34.6	35.8	36.2	37.4	38.1	40.3	40.4	42.1	44.2	45.1	46.4	48.3	51.0	53.3	54.8	56.8
(See Def. 1)			37.4	38.5	38.9	39.6	40.6	41.5	41.8	41.8	42.8	44.3	45.5	46.9	49.8	51.3	52.0	52.8

U.S. TV Households: 87,400,000

(1) CBS NCAA BASKETBALL-SAT, ARIZONA VS GEORGETOWN, CBS, (1:30-3:33PM)

(2) CBS NFL FOOTBALL POST-SAT, CBS, (3:53-4:05PM)(S)

For explanation of symbols, See page A.

DAY SAT. DEC. 20, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. DEC. 14, 1986

Cable TV Audience Estimates																	DAY SUN. DEC. 14, 1986									
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																									
	ABC TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																									
	CBS TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																									
	NBC TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																									
	ABC TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																									
	CBS TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																									
	NBC TV																									
	AVERAGE AUDIENCE (Households (000) & %)																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																									
TV HOUSEHOLDS USING TV		WK. 1	7.6	8.1	9.3	11.4	13.6	15.7	17.7	19.8	22.7	24.6	26.1	27.6	29.3	30.6	30.7	31.5								
(See Def. 1)		WK. 2	7.0	7.8	9.5	11.2	13.5	16.0	18.2	19.4	22.0	23.8	25.3	26.6	28.6	29.9	29.8	30.9								

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. DEC. 21, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. DEC. 14, 1986

TOTAL AUDIENCE (Households (000) & %)		11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45																
ABC TV		THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																
AVERAGE AUDIENCE (Households (000) & %)		5,770 6.6 1,570 1.8																
SHARE OF AUDIENCE %		4.5 4.3* 4.6* 1.5																
AVG. AUD. BY ¼ HR. %		13 13* 13* 4																
TOTAL AUDIENCE (Households (000) & %)		4.2 4.5 4.6 4.7 1.5 1.5																
CBS TV		FOR OUR TIMES (SUS) 9,610 11.0 29,190 33.4																
AVERAGE AUDIENCE (Households (000) & %)		6,900 7.9 15,300 17.5 14.1* 17.2* 18.0*																
SHARE OF AUDIENCE %		22 41 36* 41* 42*																
AVG. AUD. BY ¼ HR. %		6.9 8.9 12.9 15.4 16.9 17.6 17.6 18.3 16.2 17.3																
TOTAL AUDIENCE (Households (000) & %)		3,320 3.8 7,080 8.1 14,950 17.1																
NBC TV		MEET THE PRESS NFL '86-NBC																
AVERAGE AUDIENCE (Households (000) & %)		2,710 3.1 5,680 6.5 6,470 7.4 7.4* 7.7* 7.3* 8.0*																
SHARE OF AUDIENCE %		10 18 17 19* 18*																
AVG. AUD. BY ¼ HR. %		3.1 3.2 6.0 7.0 7.2 7.2 7.0 7.0 7.0 7.0																
ABC TV		THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																
AVERAGE AUDIENCE (Households (000) & %)		3,060 3.5 1,750 2.0 1,750																
SHARE OF AUDIENCE %		11 11* 11* 6 5 5*																
AVG. AUD. BY ¼ HR. %		3.3 3.6 3.4 3.8 2.1 2.0 2.0 1.9																
TOTAL AUDIENCE (Households (000) & %)		7,870 9.0 27,970 32.0																
CBS TV		FOR OUR TIMES (SUS) CBS NFL TODAY CBS NFL FOOTBALL GAME 1																
AVERAGE AUDIENCE (Households (000) & %)		6,210 7.1 12,670 14.5 12.1* 13.9* 14.9* 14.3*																
SHARE OF AUDIENCE %		21 35 33* 36* 36*																
AVG. AUD. BY ¼ HR. %		6.3 7.9 11.4 12.8 13.8 14.0 15.2 14.5 14.2 14.2																
TOTAL AUDIENCE (Households (000) & %)		2,710 3.1 5,070 5.8 23,340 26.7																
NBC TV		MEET THE PRESS NFL '86-NBC																
AVERAGE AUDIENCE (Households (000) & %)		2,190 2.5 10,050 11.5 8.6* 10.0* 11.7* 12.3*																
SHARE OF AUDIENCE %		8 28 23* 26*																
AVG. AUD. BY ¼ HR. %		2.5 2.5 3.8 4.5 8.0 9.1 9.9 10.1 11.1 12.4 12.3 12.4																
TOTAL AUDIENCE (Households (000) & %)		32.6 33.7 34.0 34.6 34.4 35.5 36.9 38.3 40.0 40.8 41.7 42.0 41.8 42.1 42.0 42.0																
CBS TV		30.1 31.3 33.0 33.3 33.1 34.2 35.0 36.1 37.1 38.0 39.1 39.5 41.0 41.8 41.5 41.9																



DAY SUN. DEC. 14, 1986

[illegible]

For explanation of symbols, See page A.

DAY SUN. DEC.21, 1986

## OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAMS								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																		
ABC ABC NEWSBRIEF-MON	1	8.58- 8.59PM	8.45	8,650	9.9	8,650	9.9	15	9.9									
	2	8.57- 8.59PM	8.45															
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.55PM	-GRID	30,850	35.3	15,210	17.4	28										
	2	9.00-12.06AM	-GRID															
			11.00						16.9									
			11.15						15.3									
			11.30						14.4									
			11.45						13.7*	31*								
			12.00						12.8									
CBS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45															
EVENING TUESDAY																		
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	12,150	13.9	12,150	13.9	21	13.9									
EVENING WEDNESDAY																		
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,060	13.8	12,060	13.8	21	13.8									
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	11,710	13.4	11,710	13.4	21	13.4									
CBS WE THE PEOPLE SUS(SUS)	2	8.58- 8.59PM	8.45															
CBS WE THE PEOPLE-SUS.(SUS)	1	8.58- 8.59PM	8.45															
EVENING THURSDAY																		
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,830	10.1	8,830	10.1	15	10.1									
EVENING FRIDAY																		
ABC ABC NFL FTBL SPECIAL-FRI(S)	2	8.00-11.06PM	-GRID															
			11.00															
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	8,830	10.1	8,830	10.1	17	10.1									
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	6,380	7.3	6,380	7.3	12	7.3									
CBS WE THE PEOPLE SUS(SUS)	1	8.28- 8.29PM	8.15															
CBS WE THE PEOPLE-SUS(SUS)	2	8.58- 8.59PM	8.45															
EVENING SATURDAY																		
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	5,770	6.6	5,770	6.6	11	6.6									
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	5,070	5.8	5,070	5.8	10	5.8									
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	5,860	6.7	5,860	6.7	11	6.7									
CBS NEWSBREAK-SAT.	1	9.58- 9.59PM	9.45	7,600	8.7	7,600	8.7	15	8.7									
	2	10.05-10.06PM	10.00															
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,500	14.3	12,500	14.3	24	14.3									
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45															
EVENING SUNDAY																		
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	12,500	14.3	12,500	14.3	21	14.3									
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	18,180	20.8	18,180	20.8	31	20.8									
	2	9.56- 9.57PM	9.45															
CBS CBS NFL FOOTBALL GAME 2	2	4.24- 7.24PM	-GRID															
CONT'D																		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAMS									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
CBS CBS NFL FOOTBALL GAME 2-CONT'D																			
CBS 60 MINUTES	2	7.24- 8.24PM	-GRID																
CBS MURDER, SHE WROTE	2	8.24- 9.24PM	-GRID																
CBS SPORTSBREAK-SUN	1	8.30- 8.31PM																	
CBS CBS SUNDAY MOVIE	2	8.56- 8.57PM		18,440	21.1	18,440	21.1	31	21.1										
CBS NEWSBREAK-SUN.	2	9.24-11.24PM	-GRID																
			11.15																
	1	10.12-10.13PM																	
	2	10.19-10.20PM		11,800	13.5	11,800	13.5	20	13.5										
NBC NFL FOOTBALL GAME 2-NBC	1	4.17- 7.18PM	-GRID																
NBC OUR HOUSE			7.15	29,980	34.3	14,330	16.4	33											
NBC VALERIE	1	7.21- 8.21PM	-GRID																
			8.15	15,990	18.3	11,010	12.6	19	11.2										
NBC EASY STREET	1	8.21- 8.51PM	-GRID																
			8.45	11,450	13.1	10,140	11.6	17	13.2										
	1	8.51- 9.21PM	-GRID																
				14,950	17.1	11,710	13.4	19	11.9										
EVENING MONDAY-FRIDAY																			
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM							14.3										
	1	9.19- 9.20PM		8,390	9.6	8,390	9.6	14	9.6		10,230	11.7	10,230	11.7	18	11.7			
NBC NBC NEWS DIGEST-2-SUN.	1	10.16-10.17PM	10.15	11,270	12.9	11,270	12.9	19	12.9										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE			11.30	6,730	7.7	5,240	6.0	16	6.7	TU-F	6,030	6.9	5,160	5.9	16	6.5	TUTHE		
			11.45																
			12.00																
ABC VIEWPOINT(S)	2	11.30- 1.00AM																	
			11.30																
			11.45																
			12.00																
			12.15																
			12.30																
			12.45																
ABC ABC NEWS:NIGHTLINE-FRI	2	12.00-12.15AM	12.00																
ABC ABC NEWS:NIGHTLINE-THU	2	12.00-12.46AM	12.00																
			12.15																
			12.30																
			12.45																
ABC JIMMY BRESLIN'S PEOPLE-FR	1	12.01- 1.00AM	12.00	1,750	2.0	1,310	1.5	6	1.8	FRI.									
	2	12.15- 1.15AM	12.15																
			12.30																
			12.45																
			1.00																
ABC ABC NEWS:NIGHTLINE-MON	1	12.36- 1.06AM	12.30	4,110	4.7	3,320	3.8	17	4.5	MON.									
			12.45																
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

### OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES													OTHER PROGRAMS							
DAY NETWORK/PROGRAM		WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY	TELECAST	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY	TELECAST		
					HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE	% HR	DAYS	HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE	% HR	DAYS		
					(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%			
EVENING MONDAY-FRIDAY-CONT'D																				
ABC ABC NEWS:NIGHTLINE-MON-CONT'D																				
ABC DICK CAVETT-TUE					1.00															
	1	12.31-	1.31AM	12.30	1,400	1.6	1,140	1.3	7	3.2	MON.									
	2	12.31-	1.30AM	12.30						1.3	TUE.									
				12.45						1.3*	7*									
				1.00						1.3	TUE.									
				1.15						1.4	TUE.									
				1.30						1.4*	9*									
ABC DICK CAVETT-WED																				
	1	12.32-	1.31AM	12.30	1,660	1.9	1,050	1.2	6	1.5	WED.									
				12.45						1.2	WED.									
				1.00						1.3*	6*									
				1.15						1.2	WED.									
				1.30						1.1	WED.									
ABC JIMMY BRESLIN'S PEOPLE-TH																				
	1	12.40-	1.39AM	12.30	1,310	1.5	960	1.1	6	1.1	WED.									
				12.45						1.2	THU.									
				1.00						1.2*	6*									
				1.15						1.1	THU.									
				1.30						1.2	THU.									
ABC ABC NEWS:NIGHTLINE-MON																				
	2	12.47-	1.18AM	12.45						1.1*	7*									
				1.00						.9*	7*									



\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 2.23PM	2.00 2.15	4,980	5.7	4,890	5.6	20	5.6	MON.							
ABC ABC SPECIAL REPORT-2:23PM(SUS)	1	2.23- 4.46PM	2.15						5.6	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,290	7.2	6,290	7.2	26	7.2	MON.							
	2	>	2.45							TU-F							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45														
CBS CBS EARLY MORNING NEWS		6.00- 6.30AM	6.00 6.15	1,310	1.5	1,050	1.2	13	1.1	M-F							
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 7.45AM	7.30	1,750	2.0	1,570	1.8	10	1.3	M-F							
CBS CBS MORNING NEWS 1-TUE(B)	1	7.30- 8.00AM	7.30 7.45	2,970	3.4	2,360	2.7	13	1.8	MON.							
CBS CBS MORNING NEWS 2-TUE(B)	1	8.38- 9.00AM	8.30 8.45	2,450	2.8	2,100	2.4	12	2.7	TUE.							
CBS CBS NEWS SP RPT 1(SUS)	1	8.30- 9.00AM	8.30						2.4	TUE.							
CBS CBS NEWS SP RPT 2(SUS)	1	9.00-10.45AM	9.00						2.3	TUE.							
CBS CBS NEWS SP. RPT.(SUS)	1	9.38-11.03AM	9.30							MON.							
										TUE.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,940	6.8	5,680	6.5	27	6.5	M-F							
CBS CBS NEWS SP RPT:IRAN(SUS)	2	2.14- 2.30PM	2.00														
CBS CBS NEWS SP RPT 3(SUS)	1	2.22- 4.34PM	2.15	4,980	5.7	4,980	5.7	18	5.7	MON.							
CBS NEWSBREAK-3.44		>	3.30 3.45						5.7	TU-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,280	4.9	4,280	4.9	16	4.9	W & F							
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							TUE.							
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							THU.							
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45														
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,620	3.0	1,920	2.2	15	1.8	M-F							
NBC TODAY SHOW-7.30AM-TUE(B)	1	7.30- 8.00AM	7.30 7.45	5,330	6.1	4,020	4.6	22	2.5	M-F							
NBC NBC SPEC RPT IRAN ARMS 1(SUS)	1	8.44- 8.49AM	8.30						4.7	TUE.							
NBC TODAY SHOW-8.30AM-MON(B)	1	8.30- 8.44AM	8.30	2,970	3.4	2,800	3.2	15	4.5	TUE.							
NBC TODAY SHOW-8.30AM-TUE(B)	1	8.38- 9.00AM	8.30 8.45	2,800	3.2	2,620	3.0	14	3.2	MON.							
NBC NBC SPEC RPT IRAN ARMS 2(SUS)	1	8.49-10.43AM	8.45						2.9	TUE.							
NBC NBC SP RPT IRAN ARMS-TUE(SUS)	1	9.38-11.00AM	9.30							TUE.							
NBC ANOTHER WORLD-MON(B)	1	2.00- 2.22PM	2.00 2.15	3,060	3.5	2,880	3.3	12	3.4	MON.							
									3.2	MON.							



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						OTHER PROGRAMS					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	WEEK 2		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY MONDAY-FRIDAY-CONT'D															
NBC NBC SPEC RPT IRAN ARMS 3(SUS)	1	2.22- 4.35PM	2.15												
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,580	4.1	3,580	4.1	15	4.1	MON. W & F					
DAY SATURDAY															
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15								3,760	4.3	3,760	4.3	16
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45												
CBS IN THE NEWS-11.56A.M.(B)	2	11.56-11.59AM	11.45												
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	3,320	3.8	2,970	3.4	11	3.4						
CBS IN THE NEWS-12.26PM(B)	1	12.26-12.29PM	12.15	1,840	2.1	1,660	1.9	6	1.9		3,150	3.6	2,880	3.3	10
CBS CBS NFL FOOTBALL GAME-SA.(S)	2	12.30- 3.53PM	3.45												
CBS CBS NCAA BASKETBALL-SAT	1	1.30- 3.33PM	3.30	5,940	6.8	2,010	2.3	7			24,300	27.8	10,310	11.8	34
CBS CBS NFL FOOTBALL POST-SAT(S)	2	3.53- 4.05PM	4.00						2.6					14.2*	38*
NBC ONE TO GROW ON-8.28AM		8.28- 8.30AM	8.15	3,580	4.1	3,410	3.9	23	3.9		9,000	10.3	8,910	10.2	27
NBC ONE TO GROW ON-8.58AM		8.58- 9.00AM	8.45	4,460	5.1	4,200	4.8	23	4.8		3,930	4.5	3,580	4.1	24
NBC ONE TO GROW ON-10.28AM		10.28-10.30AM	10.15	5,420	6.2	5,240	6.0	20	6.0		3,930	4.5	3,760	4.3	21
											6,640	7.6	6,470	7.4	25
NBC ONE TO GROW ON-11.28A(B)	1	11.28-11.30AM	11.15	4,110	4.7	3,930	4.5	15	4.5						
NBC ONE TO GROW ON-11.28AM	2	11.28-11.30AM	11.15								6,120	7.0	5,860	6.7	22
NBC ONE TO GROW ON-11.58A(B)	1	11.58-12.00NN	11.45	4,200	4.8	4,020	4.6	15	4.6						
NBC ONE TO GROW ON-11.58AM	2	11.58-12.00NN	11.45								5,510	6.3	5,240	6.0	19
NBC NFL FOOTBALL GAME-NBC-SAT(S)	1	12.30- 3.59PM	3.45	23,160	26.5	10,400	11.9	36	12.4						
DAY SUNDAY															
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.12PM	4.00	29,190	33.4	15,300	17.5	41			27,970	32.0	12,670	14.5	35
	2	1.00- 4.09PM	4.15						20.3						
CBS CBS NFL FOOTBALL POST	1	4.08- 4.28PM	4.15	13,200	15.1	11,190	12.8	29	11.5						1.9
NBC NFL FOOTBALL GAME 1-NBC		1.00- 4.16PM	4.15	14,950	17.1	6,470	7.4	17	6.1		23,340	26.7	10,050	11.5	28
														11.9*	27*